

The **REPORTER** *of Direct Mail Advertising*

THE LIBRARY OF THE

JUL 21 1948

UNIVERSITY OF ILLINOIS

JULY 1948



photo by Conrad Elger

NEW DMAA EXECUTIVE DIRECTOR

Frank Fraser (left), who will take up his new post on August 1st, is welcomed aboard at New York headquarters by Jane Bell, Executive Secretary, and DMAA President Charles Konselman.



"NEGATIVE" ADVERTISING

One of the prettiest pictures in the album of America's expanding industries is that posed by the photographic business—by cameras, equipment, and supplies. Sales continue to mount beyond all predictions, and this year's sales already look like an enlargement of last year's, the biggest in history.

Paper, of course, is vital to this industry . . . in the designing, manufacturing, packaging, shipping, advertising, and merchandising of equipment and supplies. Paper is also an integral part of this industry . . . for without it there'd be no prints, enlargements, mounts, or albums.

The photographic industry is only one of America's expanding industries which rely more and more upon "Paper Makers to America" for increasing quantities of Mead Papers of the Mead, Dill & Collins, and Wheelwright lines. And because "Paper Makers to America" is, itself, an expanding industry, there are increasing availabilities of "the best buy in paper today."

★★★ *Mead offers a completely diversified line of papers in colors, substances, and surfaces for every printed use, including such famous grades as Mead Bond; Moistrite Bond and Offset; Process Plate; Wheelwright Bristols and Indexes; D & C Black & White; Printflex; Canterbury Text and Cover Papers.*



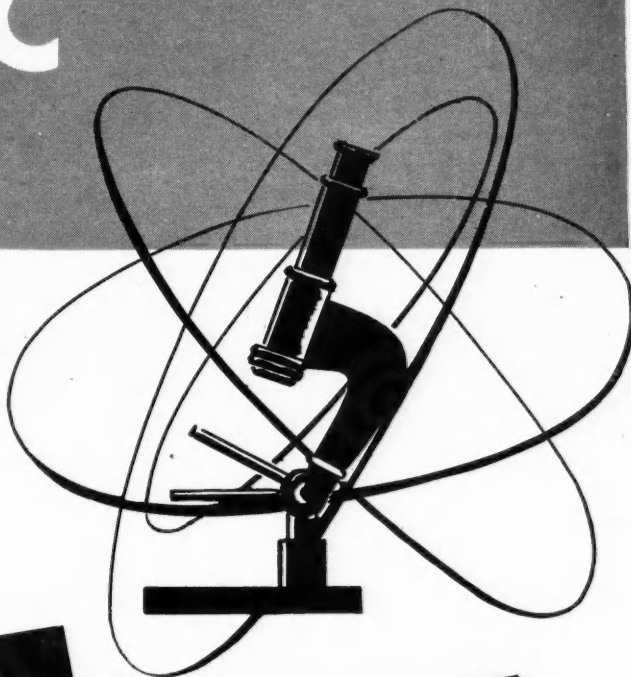
MORE THAN ONE HUNDRED YEARS OF PAPER MAKING

THE MEAD CORPORATION • "PAPER MAKERS TO AMERICA"

The Mead Sales Company, 230 Park Avenue, New York 17 • Sales Offices: Mead, Dill & Collins, and Wheelwright Papers • Philadelphia • Boston • Chicago • Dayton

LABORATORY MAGIC

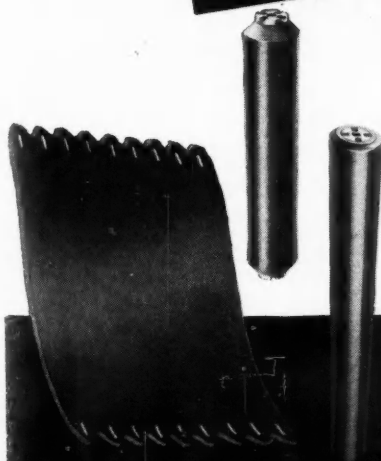
**Remarkable new coatings
help these rollers and
blankets to out-perform
anything you have
tried before**



MERCURY-GRAPH ROLLERS
for Multigraph duplicators

MERCURY-LITH ROLLERS AND BLANKETS
for Multilith printing machines

After years of research, the chemical engineers in Rapid Roller Company's laboratories have developed new coatings for rollers and blankets, which will give you longer service and better reproduction. Next time you order rollers and blankets for your duplicating machines or printing machines, specify "Mercury"—and see the difference!



RAPID ROLLER COMPANY

D. M. RAPPORT, Pres

Federal at 26th Street

CHICAGO



there's
**BURIED TREASURE
IN YOUR PROSPECT LIST**

Dig up that prospect list! Let Ahrend's proved mail promotion techniques turn your prospects into customers. You'll benefit from:

- Creative talent that consistently wins National Awards for results!
- 56 years of merchandising-by-mail experience!
- 40,000 square feet of modern facilities for handling your job from the planning to the Post Office!

Rely on the firm with the habit of success! Let's talk it over—now. In the New York area there's no obligation.

D. H. AHREND COMPANY

Creative Direct Advertising

333 E. 44th St., N. Y. 17, MU 6-3212

**Mosely
INDIVIDUALIZED
INTEREST**

in your special Problem
of how to get more

**NEW MAIL ORDER
CUSTOMERS
IN VOLUME**

will lift YOUR Mail Order sales—and Profits! YOUR Opportunities will be studied carefully in a highly PERSONALIZED way, based on 12 years of KNOW-HOW from scheduling Tens of Millions of keyed MAIL ORDER MAIL Pieces—and backed by departmentalized MOSELY GROUP SERVICE. Different, BETTER!

Write in detail TODAY to Dept. R-7

MOSELY
SELECTIVE LIST SERVICE

39 NEWBURY STREET - BOSTON 19, MASS.
MAIL ORDER LIST HEADQUARTERS

**New Mail Order Customers
In Volume**

The REPORTER of Direct Mail Advertising

THE LARGEST FORM OF ADVERTISING

VOL. 11 No. 3

17 East 42nd Street
New York 17, N. Y.
Vanderbilt 6-0888

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JULY 1948

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Henry Hoke
Editor and Publisher

M. L. Strutzenberg
Circulation Manager

Henry Hoke, Jr.
Advertising Manager

SHORT NOTES

DEPARTMENT

► **CITIES SERVICE OIL** Company (headquarters at 431 Howard Street, Detroit, Michigan) is releasing a new edition of its Farm Book. New version differs from previous annual volumes by utilizing charts to give farmers concise information on agricultural activities . . . ranging from tractor lubrication to poultry culling. It's 52 pages long, 6"x9" and printed in black and green. To be distributed free to 200,000 farmers throughout the country.

(Sh-h-h. This item came to our attention because of the skillful way Jack Fritzen handles his press contacts. Good press releases . . . and a personal, four line, signed letter telling us why we should use it.)

► **AWARDS FOR OUTSTANDING** public relations accomplishments in Direct Mail . . . were recently announced by the American Public Relations Association. The Trophy Award went to the Blue Cross Plan for Hospital Care (Chicago, Illinois). Edward Stern & Co. (printers of Philadelphia) tied with the National Screw Machine Products Association of Cleveland . . . in winning a Certificate of Achievement. Presentations were made at American University in Washington, D. C. Incidentally, the Harris-Seybold color film "How to Make a Good Impression" took the top public relations Oscar in the motion picture division.

► **"TWENTY-THREE IDEAS** for Better Selling" from the Sharpe & Dohme "Sales Dispatch" (house magazine of the Philadelphia pharmaceutical house) have been reprinted in 48-page, 3½"x7½" booklet form. Each "idea" is an editorial by Jerome B. Gray . . . with plenty of sensible, down-to-earth advice for salesmen. What to do . . . and what not to do in selling. Copies available from Sharpe & Dohme, 640 North Broad Street, Philadelphia 1, Pa.

► **A SHINING EXAMPLE** of super-fine printing just received by THE REPORTER from Stig Arhman, Esselte Reklam, Fack 566, Stockholm, Sweden. SLT (the abbreviation) controls 67 Swedish companies in the printing and allied industries. Really enormous . . . with 311 letterpresses, 73 offset presses and more than 8,000 employees. Stig's book,

Exposé, has 74 pages of beautiful printing. Typography. Color. Art work. All excellent. Can't comment on copy as that's all in Swedish. It's actually a smart catalogue of SLT's advertising work . . . of which Direct Mail is a large part. Printers here would have serious competition . . . if Sweden was not so far away.

► **PEERLESS ELECTRIC COMPANY** of Warren, Ohio has come through with an interesting humanized booklet. Titled "The Peerless Electric Rotor Album" . . . it's 5½" x 8", 24 pages long. Based on the old family scrapbook theme. And it looks like one from cover to cover. Printed in brown and black . . . with chronological photos of the people and plant beginning in 1893. Handwritten captions and simulated tip-ons of photographs add to authenticity. History of the company is told simply and clearly.

► **CLEVER STUNT** was used by Toronto Mill Stock Co., Ltd., 910 Queen Street West, Toronto 3, Canada in recent campaign. First a multigraphed letter was sent to customers in America and Europe. The fine responses received were then incorporated into a duotone folder, 8½"x11". Printed on the 4½"x5½" extra flap in upper left-hand corner is a brown ink illustration of a bale of waste rags with five, varicolored strips of cloth stapled in die-cut slot. Looks like they are coming right out of the bag. Employing the sense of "touch" adds much to effectiveness of the piece.

► **VOGUE MAGAZINE**, 420 Lexington Avenue, New York 17, N. Y. has done a marvelous job of space selling . . . in a beautiful, 32-page, 9"x11" lithographed booklet. It contains testimonial letters from satisfied advertisers who placed ads in the Shop Hound department (mostly mail order) of Vogue. Cover in gray, black and red . . . with small type reading, "A lot for a little". Each page has reproduction of complimentary letter . . . and the ad itself. Copy gives dollars of returns for dollars spent. On inside back cover a pocket contains seven, 8"x10" sheets with the latest letters . . . using same format. Also a compact, 3½"x6", yellow card with rates and requirements on one side . . . and order blank on back. An effective selling package.

(Continued on page 32)

LICK an ENVELOPE
and LIKE IT!



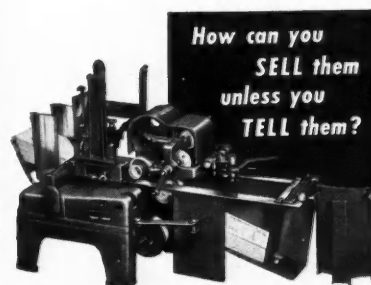
We admit

A postage meter doesn't know the difference but YOUR CUSTOMER who uses BRE's* knows you can taste the clean, fresh mint flavor on the seal flap of Sheppard Quality Envelopes. Specify SHEPPARD for your next business reply envelope order. Write dept. 38.

*Business Reply Envelopes

Sheppard
correct-use envelopes

Mfd. by SHEPPARD ENVELOPE COMPANY
One Envelope Terrace, Worcester 4, Mass.
N. Y. Office: 25 East 26th St., N. Y. 10, N. Y.
Phone: Murray Hill 3-8160-61



This Elliott Cardvertiser is the only machine in the world that both prints and addresses Post Cards and its speed is spectacular.

The period of hard-to-get Merchandise is changing to a period of hard-to-get Customers—and it is time for all business men to consider what and how they will advertise.

Newspaper and costly mail advertising is dominated by big business. But if you have the ability to compile a mailing list and tell your story on a penny post card, this Elliott Cardvertiser will save your business because it will get hundreds of accurately addressed and perfectly printed post cards into your nearest mail box within one hour of the moment you conceive the thought.

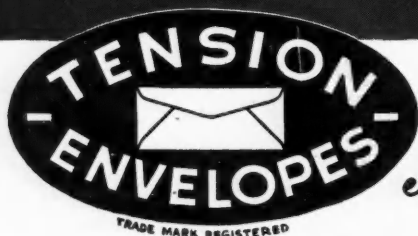
May we send you copies of letters showing how the Elliott Cardvertiser has saved and built many retail businesses selling exactly what you sell?

The Elliott Addressing Machine Company
127 Albany Street, Cambridge 39, Mass.



Tension designed envelopes *attract attention!*

Your envelope should be characteristic of your business . . . in style, type, color and design. Tension's staff of creative artists are specialists in the designing of distinctive envelopes that will convey your message in a highly effective manner. They will design your envelope so that space is utilized to fullest advantage . . . affording you added advertising impact at no additional circulation cost. Upon request, samples will be submitted of work done for others. With a background of 60 years experience, Tension knows how to design envelopes that attract attention . . . create an excellent impression.



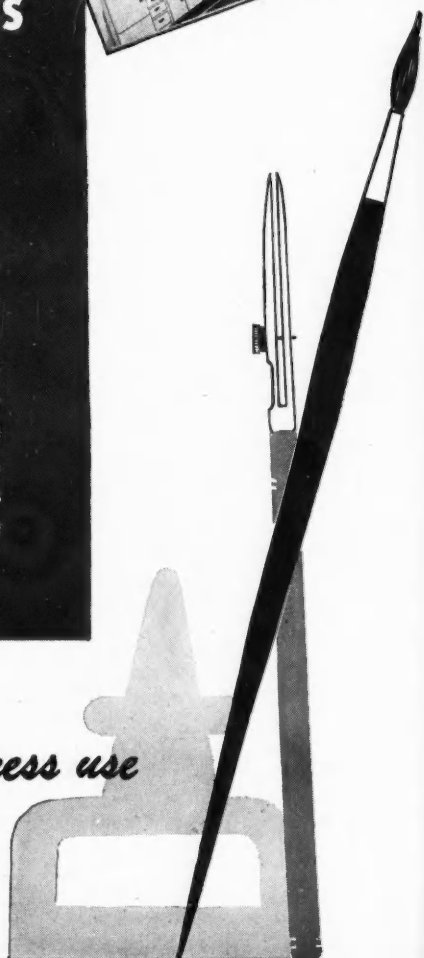
TRADE MARK REGISTERED

TENSION ENVELOPE CORPORATION

FACTORIES: New York 14, N. Y. • St. Louis 10, Mo.
Minneapolis 1, Minn. • Des Moines 14, Iowa • Kansas City 8, Mo.

SALES REPRESENTATIVES: Chicago • Indianapolis • Nashville • Miami
New Orleans • Houston • Dallas • Tulsa • Lincoln • and over 30 other cities.

for every business use



A case history of

GADGETS

by Ward Patton

We have promoted our advertising to the trade for a number of years and in a variety of ways which have borne fruit. It's one of the most important and productive phases of our selling activity.

The one way that has really rung the bell for us year in and year out, month after month, is the use of what we call GADGET MAILINGS. But the idea behind these GADGET MAILINGS isn't just "Gadgety." It's the idea of showing our ads, telling the story behind them, keeping the trade informed and interested in what we're doing, and getting all the cooperation we can in the way of local tie-in advertising features and displays and frankly, to *impress the trade* with the *quality, consistency, extent and effectiveness* of our efforts.

Because of these mailings and the interest in them, we're often given credit for a lot more general advertising than we really do. If we can make a dollar's worth of advertising look like even a dollar and a quarter's worth, though that is not our primary intention, we have good reason to feel that our advertising dollars are not only "doing their duty"—but delivering a "*plus*" in the way of merchandising stimulus to the trade that is beyond appraisal.

We know that there's more and more mail coming over each desk . . . fighting for the attention of the man or woman who gets it. There's still plenty of it thrown in the wastebasket without even a look. We know, too, that it has to be something "out of the ordinary," with some unusual attraction or "*read-me invitation*," to

get the people we're trying to impress to Stop, Look and Read—and then To ACT!

To get them to act . . . we must first arouse their interest in what we're sending them and give them a good *reason* to act. They've got to be in a good mood, slightly relaxed and receptive, or we're fighting a losing or at least a very tough battle. That's why we try to give these mailings a fresh appeal each time . . . to wrap up our merchandising ammunition in an inviting and interesting package.

We try to have an intriguing "lead in" idea on the envelope corner card, something on the cover of the folder—a little "gadget"—for a man to fiddle with, keep on his desk, talk about and maybe take home to the wife or kids. And that "something to fiddle with" has varied all the way from glass eyes to specially written sheet music and to bubble bath powder.

We use as much bait as we can think of to get a man to look inside the folder, read what we say about

Reporter's Note: Ward Patton, Vice President of the Minnesota Valley Canning Company, Le Sueur, Minnesota, made a very unusual talk last fall at the annual meeting of the Association of National Advertisers. The report was available only to members of the Association.

But since that time, THE REPORTER has been checking up on the Direct Mail work being done by Ward Patton's company. We've obtained samples . . . and permission to release some of the facts.

Every reader of THE REPORTER should benefit by this digest of Mr. Patton's report.

our advertising, look at our advance ad reprints, and then get him to ACT on our tie-in merchandising suggestion.

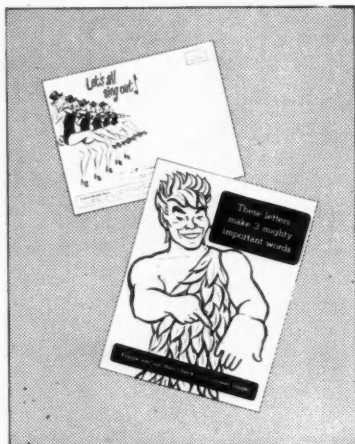
We do it in a light-hearted but sincere and business-like way—hoping that when our merchandising suggestion hits, it will result in tie-ins in local newspapers, as well as in the handbills, displays and features. We want to keep our peas and corn in "that fastest selling, most reached for" bracket.

Each part of each mailing is carefully planned, well in advance, so that the subject matter ties in with or is related to the theme of the ad reprints enclosed, and simple as they sometimes look when finished, they often entail *more work and time and pains to create and produce* than a spread in LIFE or the POST.

Furthermore, the timing on these mailings is most important. Each one is sent out about six weeks in advance of the appearance of the ads. This allows time for salesmen and brokers to make follow-up calls on the trade, work out local advertising agreements and display plans, and to order and get merchandising materials in plenty of time for store distribution and use during the tie-in periods.

We regard this gadget mailing program as one of the most *important* things we do—it would be one of the *last* things we would ever give up—and both our agency and ourselves go "*all out*"—to give these mailings the attention and treatment they merit.

Our gadget mailing list has expanded considerably from the 1,300



we had when we first started in 1935 and today totals well over 8,000 of the leading buyers, advertising and promotion men, and executives in the food industry. Not everyone in the food business, to be sure, but those key people in key organizations, equipped and able to merchandise our peas and corn properly.

Our list is reviewed periodically and *most thoroughly*, because we not only don't want any "dead wood" on our list but we don't want to throw away that 20 to 25 cents that each mailing piece costs us.

How often are the mailings sent out? On the average, about once a month—and we've been at it consistently like this for more than ten years and have followed the same general formula.

How are these mailings made up? What goes into them?

Here's what went into our 1947 "New Pack's In" corn mailing. (See cut.)

The attention getting lead on the envelope was used to arouse enough curiosity to look inside. Folder cover was designed to introduce the theme or general temper of the ads and suggestions in the folder. In the hand of this figure was a cellophane envelope containing small square cards, each printed with a single letter of the alphabet. Putting these cards in proper order spelled the words "new pack is in." Other examples of mailings are reproduced on the next page.

If you don't think we sometimes have fun and come close to going insane trying to figure out what to use next—and where to get it—note the variety of stuff we've used over the years.

But that isn't all. Every now and then—for a good reason—or to announce an extra promotional event, we bring out a special mailing, entirely separate and in addition to our regular gadget schedule. One of these, for example, was used to announce to the trade that we had taken on the Fred Waring Show over the entire NBC network every Friday morning.

That was a big piece of news and we treated it in a big way. In addition, we worked it out with Fred Waring to send an autographed

picture with a short letter on his stationery to everyone on our Gadget Mailing List.

We've also had other mailings for special purposes.

Fred Waring Booklet

A brochure with the broadcast story—pictures of the case and detail of the stations.

Things You Don't Have To Do

An illustrated booklet showing in pictures the story of "Quality Control." The many things that we do "extra."

It's a Bird

Announcing an extra spring promotion on Niblets Brand. A full color two page spread in the Post.

Although these don't carry any diapers, or clothes pins or golf balls as gadgets, they still have enough good solid meat in them to let the trade know that "us farmers up in Minnesota are alive and kickin'."

What I want to emphasize is that although we do maintain a continuing series of Gadget Mailings, when we have an extra special piece of news, such as the Waring program—or an extra promotion on Peas or Corn—we let that news stand on its own feet. But rain or shine, the Gadget Mailings still follow their regular course.

You may say, this stuff is all very interesting, and fun to look at—but does it really pay out? We think it does. Here are a few facts. Our Gadget Mailings Do These Things:

1. Make our advertising fun to look at—and get our customers in a receptive mood.
2. Make trade fully informed about our Green Giant Brands and the continuous advertising support we put behind them.
3. Get our customers to run local tie-in promotions using our display and advertising material—at time our ads appear.
4. Make it easier for our sales organizations to arrange tie-in promotions which cut selling costs and keeps need for retail specialty men to a minimum.

They bring these results:

Variety of Gadgets Used

Chicken wishbone
Poker chip
Box of aspirin
Safety pin
Mirror
Whiskers
Fake football tickets
Phony election ballot
Paper Christmas bell
Razor blade
Clothes pin
Knife, fork and spoon
Glass eye
Mexican centavos
Stereopticon card
Plastic heart

Bag of soil
Puzzle
Mistletoe
Checker
Face Mask
Blackout cloth
Wood pointer
Trade-mark
guessing game
Anagram
Optical tricks
Paper plate & napkin
Rifle target
Shoehorn
Powder puff
Dog tag D-138
Bubble bath powder

Ruler
Wallet calendar
Bag of straw
Paper clock
Baby doll bootie
Bookmark
Sheet music
Shoe laces
Artist's brush
Jingle bells
Guitar pick
Memo pad
Wood paddle
Teething ring
Felt pennants
Toy shovel
Wedding ring

1. Over 90% of our customers who have advertising facilities available—cooperate by tying-in with our special promotions.
2. 52% of all advertising run in retailers' copy on our brands use the mats suggested in our gadget mailings.
3. In a monthly check in 47 primary markets through Advertising Checking Bureau, in the last three years for example, both our tie-in retailer lineage and the average size of individual tie-in ads have increased 64.2%.
4. According to A. C. Nielsen survey of retail stores for the latest twelve months, we re-

ceived 61.6% more active merchandising support than was given the next leading brands of peas and corn.

5. Make a call every month on 8200 of the top men in the grocery field—at a cost of only 25 - 30 cents a call.

That is our story. I've often said that if any other advertiser did some of the things we do, I'd think they were crazy. We entertain some pretty wild ideas and some, quite naturally, turn out better than others. But whether you think they're funny or clever or not, they've really worked.

Selling advertising is a tough proposition. Maybe we've been just

plain lucky in stumbling onto an idea that is continuing to click for us.

Every company has different problems and every company can't do the same thing.

You can be sure that I am not setting up our pattern as a "gift from Heaven or the last word." But it has done the trick for us—it has merchandised our advertising to the trade in a most productive way—and maybe some of the things we've done and are doing will give you a thought or two.

That's all there is to my story on safety pins, razor blades and wedding rings . . . although, as you know, we really sell Niblets Brand Corn and Green Giant Brand Peas.



LETTERS...make 'em talk!

*How to make your letters more
human . . . a pleasure to read*

By **JEROME S. FINSTON**
*President
Jerome S. Finston
Creative Printer*

Most people have two vocabularies; one for writing and one for talking. And the two are so completely different that it hardly seems possible for both to come from the same individual. Without going too deeply into the reasons for this dual personality, let's just say that it is probably due to the hard and fast rules we learned in grade school English—and forgot how to unlearn. It is hard to overcome early training.

Take Bill Riley, a successful salesman. He's a cheerful fellow. A good companion on a golf course or at a bar, and he's the life of every party. His voice booms out jokes in endless chain, and his hearty laugh is heard at the other end of the room. He likes people. And people like him. He's a good salesman. He is so good that his customers would never think of buying from anyone else. And yet, no one suspects that he has an inferiority complex. It just doesn't show until he sits down to write a letter.

He swaggers into the home office on a Monday morning, and his secretary hands him a letter from Harvey W. Jackson & Co. And since Harvey W. Jackson & Co. is his star account, he always reads their mail first. It puts him in an excellent frame of mind. "What the Hell is wrong with the last shipment of parts you sent us? Our engineer says they're not machined accurately." You wouldn't want to receive a friendlier complaint than that for such a serious mistake.

No threats of cancellations. No "... don't ever show your face here again . . ." Just a nice friendly question asked in a nice friendly way. But just look at our hero, Bill.

His face gets as red as a beet. He shouts at his poor secretary, who has been his faithful aide for fifteen years. His collar suddenly gets too tight around his neck, and pulling on it doesn't relieve him. Perspiration oozes from his face. Nervously he pulls his handkerchief from his back pocket and wipes the sweat from his brow. But by the time his handkerchief is back in his pocket, his brow needs another wiping. He doesn't know what to do. He's stumped. "If I only had the time to run out to Chicago to straighten this out," he mutters to himself. He's in a bad way. He's even talking to himself. He's afraid. He asks himself over and over and over again, "Why do these things have to happen to me." Not that he couldn't square this thing up. "If only I could go to Chicago now," he says to himself, "I could straighten this out in two minutes flat." But he can't. And so our hero is a very frightened man. And do you know why? Because he knows that his writing doesn't pack the same punch as his talking.

And so our very frightened hero starts his letter:

Mr. Harvey W. Jackson, President
Harvey W. Jackson & Co.
4313 North Damon,
Chicago 25, Ill.

My dear Mr. Jackson:

Yours of the sixth instant received. It is with deep regret that I learn of your dissatisfaction regarding our last shipment of Catalogue Nos. AW406M, LD1389J, FW4692R, and LL146M, covered by your Purchase Order No. AW1069 and our

Invoice No. EE14623. I am sure that any defect that caused you to be dissatisfied was purely accidental.

As you well know, our company has been producing these parts for you for the last fourteen years, and this is the first time you have found it necessary to express dissatisfaction with our quality. We are the foremost in our field in the world, and we have been able to maintain this high position only by a careful scrutiny of each finished piece. It is incomprehensible to me how the above could have happened.

We are a reliable company and have always been proud to stand behind our work. So if you will be so kind as to ship these back immediately, I will do my best to ascertain the cause of this unfortunate occurrence. I am also sending out, at this time, a new shipment, which we have carefully inspected and which I am sure will meet with your approval.

That I am embarrassed by this unfortunate occurrence goes without saying. But I hope that this will not lead you into thinking that our competitors don't make mistakes either. I hope that this will in no way hamper the pleasant business relations we now enjoy.

Very truly yours,

William F. Riley

And so with a sigh of relief because he has at last finished this unpleasant job, he signs his name with a flourish. There is a silent prayer in his heart as he tells his secretary, who by this time is also perspiring, to send it out immediately.

This is the letter he sends, mind you, to a man who has been his friend for twenty-five years. Every time he is in Chicago, he golfs with him, drinks and plays Gin with him and even stays at his home. He sends this letter to a man who wouldn't deal with another firm if they gave him parts free.

But do you know what Bill Riley would have said to Harvey Jackson

if he had been in Chicago when the defective parts were discovered? He would have laughed out loud and said, "Ship the G— D— things back. The inspector who passed these must have been blind drunk." And that would have been the end of the matter.

But, because he was so unsure of himself, he communicated that lack of confidence in himself and his firm into the feeling of the letter. Like so many other salesmen, he didn't realize that writing a selling letter, or even an advertisement, is very little different from personal selling. Its only major difference is that you must anticipate the questions that the person who reads your letter is certain to ask. And the answers must be in the body of your letter or advertisement.

If you have found that a friendly manner will help you sell more printing, dresses or propaganda, carry it through in your letters. You don't think that Bill, when he walks into Harvey Jackson's office, greets him with a "My dear Mr. Jackson." Nor does he walk out of there with a "Yours very truly". More likely he breezes in with a "Good Morning, Harvey. How're the kids?"

Try that in your letters. Make them more human. Make them more friendly. Make them a pleasure to be read. Make them a reflection of your personality. Don't let them look like page sixty-three of a twenty year old book on Business English or the Correct Forms for Business Letters.

Because they cover a thousand times more ground in one week than any sales force could in a lifetime, effectively written letters and advertising are the most potent guide in pre-determining the possible success of a business venture. And the most important factor in writing effectively is the ability to relax while you do it. Picture yourself across a desk or dinner table from the person you are writing to. Then, when this picture is firmly engraved in your mind, TALK your message—don't WRITE it.

► WE'VE JUST HAD A LOOK at another outstanding house magazine . . . "The Lamp," issued by Standard Oil Company (New Jersey), 30 Rockefeller Plaza, New York 20, N. Y. It's a slick 32-page, 9 1/4" x 11 1/4" magazine with beautiful 4-color cover and centerspread.

JULY 1948

paper is part of the picture



STRATHMORE'S

new
Double Deckle

This paper gives you new and timely scope for creating original, striking printed pieces. In addition to Color, Surface and Texture, the new DOUBLE DECKLE offers a unique combination of novel features . . .

**DUPLEX COLOR CONSTRUCTION
CONTRASTING DOUBLE DECKLE
COORDINATED COLOR SHADES**

With no printing at all, the Duplex feature provides two-color effects. With the simplest folds or none, the Duplex and Double Deckle suggest endless variety of layout. The paper is highly printable. Lightweight and heavyweight are available in a range of smartly harmonized color shades. Write for sample book—you have to see this paper to appreciate it.



STRATHMORE

expressive papers

Strathmore Paper Company, West Springfield, Massachusetts

The Orphan Annie of Retail Promotion ... DIRECT MAIL

By HOWARD P. ABRAHAMS

A Short Address by the Manager of Sales Promotion, National Retail Dry Goods Association, before New York 100 Million Club

Direct Mail is the Orphan Annie of retail promotion. Taken generally, stores spend only 2 to 3 cents of their entire promotion dollar in this media.

Contrast this with the fifty-five cent piece which stores between 2 and 5 million sales volume spend on newspapers, the 16¢ these stores spend on display and the 3¢ these stores spend on radio. Or turn it another way. These stores spend 4.01% of total sales on sales promotion. Of this, 2.19% is spent on newspaper promotions and .05% of sales on their Direct Mail effort.

There is a reason for this. Newspapers, for ages past, have been the backbone of all retail promotion. We in the retail field know this media well. We know how to merchandise for newspapers. We know how to write newspaper campaigns. We know how to check its immediate results.

Retailing is a fast moving business. The merchandise we buy today is sold tomorrow. We need a fast-moving flexible media to help us sell. And so, during the war, our Orphan Annie lived on even shorter rations. The merchandise we bought practically walked off our counters. We merely had to mention that we had hams or nylons or Arrow shirts and we would have a stream of people pouring into our stores.

If we had sufficient of these hard-

to-get items we would splurge with a newspaper advertisement to tell the world quickly about it. We didn't wait to produce a personalized, printed piece to mail to our customers. We also feared that a Direct Mail effort to these customers would produce a long-range buying period and we did not have the merchandise to back up such a program.

This means that the two major assets of retail Direct Mail worked to its own disadvantage. These two assets are the personal flavor and the long-range pull. In my twelve years at Ludwig Baumann we took great advantage of this personal asset. Approximately 10% of our huge appropriation was earmarked for Direct Mail. We knew that mailing pieces of every description entered the home and acted as a personal message from the store and its officers. This message kept people buying. It kept people on the charge books. It re-opened accounts. It opened new accounts for Ludwig Baumann when we saw fit to circularize potential customers. I will always remember the visit from a smart business friend. Along with 300,000 other people he received a multigraphed letter with a process signature, plus a credit card. "Look what a good customer I am of your store," he said. "Your president sent me this personal invitation to shop here. He even opened this charge

account for me." That is what I mean by the personal asset.

Retailers also know and respect the long-range pull of Direct Mail. We know that a good mailing piece arrives in the home and is read without the distraction of the competitive advertising which we have in the newspapers. It stays in the home for an undetermined period. The items that are not ordered today are ordered tomorrow.

That is why, with the return of reasonable inventories, retailers are returning to Direct Mail. There are dozens of stores in the country doing fabulous jobs in this field now. They are setting a standard for other stores to follow. Take G. Fox in Hartford, for example. They blanket the New England area with their messages. Miller and Rhoads in Richmond set up a complete and separate mail order division where Direct Mail becomes its most important selling tool. You probably know about the Macy methods here in New York. Sibley, Lindsay and Curr in Rochester is another impressive Direct Mail user.

Let us examine their purpose, as an example. "Sibleyland," as they call their market, is a 15-county trading area in upper New York State. It has a population of over one million with close to 300,000 families. To quote Willard H. Campbell, their sales manager: "Unfortunately, the Rochester newspapers do not attempt to circulate in more than five or six of these fifteen counties. In fact, there are 64.5 per cent as many New York Sunday papers delivered in this area as the Rochester Sunday paper.

"Advertising in out-of-town and country weeklies proved unsatisfactory and very expensive when total circulation, total cost, and total sales potentials were analyzed.

"Therefore, there are two logical media at Sibley's disposal:

"A. Direct Mail, including *Tower Topics*, a twenty-four-page, photographically-illustrated rotogravure piece, mailed to 150,000 families eight times a year. This is the heavy artillery.

"B. Sibley's *Tower Clock Time*, a five-day-a-week, fifteen-minute diversified variety program on Stromberg-Carlson's 50,000-watt clear channel

(Continued on Page 14)



SPARTANS

A MODERN type design of the utmost utility that blends harmoniously with almost any other face.

ATF Spartan is ideal for reproduction by any process, on any stock, maintaining its maximum character and legibility under both negative and positive photo-engraving.

The **ATF SPARTAN** *family*

Medium
Medium Italic
Heavy
Heavy Italic
Black
Black Italic

and now

Black Condensed
Black Condensed Italic

The three graduated weights of ATF Spartan, and now the newest arrival, Spartan Black Condensed, all are accompanied by companionate Italics. All members of the ATF Spartan family, together with their useful accessories, perfectly match their Linotype counterparts in the body sizes, and also project the design characteristics throughout the full series from 6 to 120 point. Write to your ATF Branch Office for complete showings.

American Type Founders

200 Elmora Avenue, Elizabeth B, New Jersey
Branches in Principal Cities





FOR A TELL AND SELL PERFORMANCE

Step right out, Mr. Advertiser . . . your audience is waiting! PONTON has packed the house, as usual, with hand-picked prospects for your product or service. It's the kind of set-up PONTON can arrange for you promptly at any time—BECAUSE PONTON LIST SERVICE IS DIFFERENT!

EVERY LIST INDIVIDUALLY COMPILED—made-to-order to do the job you want done—built expertly from the very latest sources that are kept revised right up to the minute.

VERSATILITY UNEQUALLED. Ponton lists are available on cards, labels, sheets, stencils, on your own mailing matter, or in any other form and in any breakdown desired.

SPEED, ACCURACY—guaranteed maximum!

24,000 CLASSIFICATIONS readily available. Other special lists promptly and efficiently supplied. **LATIN AMERICAN** lists a specialty!

COMPLETE FACILITIES for addressing and mailing jobs of any size.

COMPLETE CATALOG

Direct Mail advertisers are invited to write for Ponton's famous LIST O'TRADES, the most complete Mailing List Catalog published. Write to Dept. R-4.

COMPLETE
MAILING
AND
ADDRESSING
FACILITIES

W. S. PONTON inc.
AT THE HEAD OF THE *Lists*

EST. 1885
AGENTS
IN ALL THE
PRINCIPAL
CITIES

635 Avenue of the Americas, New York 11, N. Y.

station, WHAM, the NBC outlet in Rochester. This is Sibley's daily machine gun."

That is the way in which Bill Campbell used Direct Mail to round out a complete sales promotion program and create a completely coordinated job for his store.

Just for a moment, let us study why a retailer should use Direct Mail:

1. Because it can sell more goods.
2. Because it builds prestige with its personalized approach.
3. Because it takes away the "bigness" from the big store and enables that store to have a private chat with its customers.
4. It increases your prestige among regular cash customers.
5. Because it revives inactive accounts.
6. Because it can highlight specific departments to customers who have shown interest in those departments.
7. Because it can reach customers who bought one type of merchandise and talk to them about related items in the same store.
8. Because it can increase the average charge account customers sales check.
9. Because you can select the people and the area you want for patronage and concentrate there.
10. Because it gives you great flexibility with your message. You can use an endless variety of colors and all types of folds and bindings.
11. Because it helps to strengthen other media, and have these media observed closer.
12. Because, if used intelligently, it will operate at a low cost.

Evidently stores are becoming increasingly aware of this. I conducted a survey at the beginning of the year to determine what will happen to retail promotion expenditures in 1948. I learned that Direct Mail was definitely to be expanded. In fact, increased budgets of 5% to 10% were frequently indicated.

It is about time that we stopped treating Direct Mail as a stepchild or an Orphan Annie. My files are full of successful case histories of Direct Mail's proven importance as a retailing selling tool. It must be treated as a full-grown member of the retail sales promotion family.

Reporter's Note: That, ladies and gentlemen, was a darn fine ten minute talk, and it makes good, and valuable reading!

Double

Barrelled

Selling

Here's a new wrinkle in double barrelled mail order. THE REPORTER recently received a 3¼" x 1½" x 6½" mailing box from Fred Dexter of Pecan Shellers Cooperative, 240 West 17th Street, Houston 8, Texas. Inside, a glassine envelope containing four ounces of delicious pecans. And a letter on Fred's colorful letterhead. Here's the copy:

From the Desk of
Fred Dexter

March 2, 1948

NOTHING ANNOYS A WOMAN . . . like having her friends drop in unexpectedly to find the house looking like it usually does.

The thing to do in a case like that, is to feed 'em quick! Feed 'em something so good and so delicious . . . that the whole world looks rosy.

The enclosed pack of "Little Brownie" Pecans is what I suggest. People just go "nuts" over 'em.

That's why our good friend, Clarence Wademan the florist, asked me to send you this pack.

The whole world looks so darn rosy to Clarence, that he just wants his friends to share a little real eating pleasure with him.

After you eat these delicious pecans, if you too would like to spread a little sunshine . . . all you do is pick up the phone . . . and call Hadley 3111.

A delightful voice at the other end will say: "Wademan's Flowers" . . . and that'll be your cue to order some flowers . . . and make someone else happy.

Will you do it? People just go "nuts" about Wademan's Flowers.

Thanks,

Fred Dexter, Pres., Pecan Shellers Cooperative Crackin' nuts . . . and mailing 'em to friends of CLARENCE WADEMAN . . . WADEMAN'S FLOWERS . . . H-3111.

Also enclosed a return card with small copy at left side reading: "Please mail this card to Fred Dexter. He will pass it on to our mutual

friend. () Pecans arrived OK." Balance of card left blank for remarks. Name and address of recipient typed on card.

First time we've heard of promoting flower sales by sampling food products. And Fred is building up a good list of people who have actually eaten his nuts. Wonder how it worked!

Special Supplement to Story Above

This reporter returned one of the Dexter reply cards . . . complimenting Fred on the distinctive promotion and asking how it worked. Here is his

reply . . . received just as we were going to press.

Thanks for your card.

The stunt of using one business to plug the product of another is a powerful puller.

We can usually bank on getting about 80% of the cards back . . . and most of them will have a written message on them just about like yours, offering to do something for Clarence . . . or for me.

There is a strong human urge in all of us to reciprocate. Do something nice for the other fellow . . . and he'll turn right around and do something nice for you. If you will point out something nice he can do for your confederate, he reacts beautifully.

This is not a new program. It has been going on now for over three years. Enclosed you will find typical letters written for others who cooperate. The one written for Willard Wood is the 30th one used for him . . . one a month for the past 2½ years. Willard has gotten carload orders in on the return cards . . . and many nice things said . . . really too nice for a customer to say about a supplier.

We have helped sell . . . or rather, our nuts have helped sell Chevrolets, Diesel Motors, School Busses, Lingerie, Sweaters for a New York concern, and Insurance.

This program seems to be ideal for sales departments who have grown too large to give the personal attention to customers necessary to keep them.



Going Stale . . . on your Direct Mail?

Maybe you need a good book . . . for inspiration and guidance. We've just produced the second edition of Harrie Bell's widely-praised work "Getting the Right Start in Direct Advertising." (\$4.00) Jack Carr's "Cordially Yours" has supplied ideas to many letter writers. (\$5.00) "Dogs that Climb Trees" (Hoke—\$1.50) is still available. In fact, we can supply you with any book on Direct Mail which is still in print. Tell us what you want or need. Or maybe you need Henry Hoke's complete year long home training course in Direct Mail. It is guaranteed to keep you from going stale. Send for prospectus today.

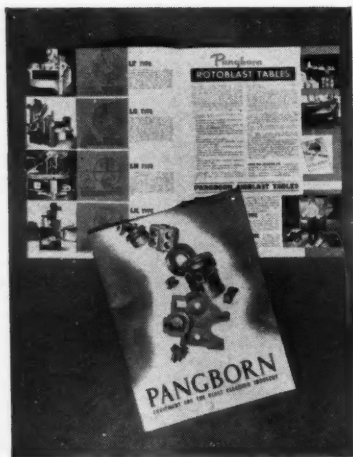
GRAPHIC BOOKS, Inc.

708 RING BUILDING, WASHINGTON 6, D. C.
17 EAST 42nd STREET, N. Y. 17, N. Y.

PANGBORN SALES AID

The Pangborn Corporation, Hagerstown, Maryland recently produced a practical answer to the problem of educating customers to realize the extent and potentialities of the complete line.

Pictured here is a condensed catalog of 24 pages covering every type of product made by Pangborn. A guide to all the types of equipment available in blast cleaning and dust control, with sufficient description of the functions of each type to enable the reader to judge its possibilities. At the end of each description is a



picture of a separate catalog containing complete information, with an invitation to the reader to send for it. A three-way index enables the reader to study possibilities in his particular field from several starting points.

Within a six month's period, Pangborn plans distribution to all prospects, meeting magazine and mail inquiries first and then making a general mailing.

SYLVANIA AND DIRECT MAIL

Sylvania Electric Products, Inc., Sylvania, Pa. are continuing their all-out campaign to educate and sell

their dealers on the importance of Direct Mail. January Sylvania News devoted two pages to explain definite uses . . . how to build a mailing list, how to survey and plan the territory and how to conduct a continuing campaign . . . with pieces or ideas supplied by Sylvania. And in April issue . . . ten logical sources of mailing lists that the retailer can use for his local mailings.

Now Sylvania is going even further. An intensive national campaign to boost radio repair sales for their radio servicemen has been launched. This will be supplemented at the local level with material supplied to the retailer in a kit. Includes Direct Mail pieces, window displays, decalcomanias, window posters.

The local dealers will be able to purchase penny postal cards each month (at one cent per card) that tie in with cartoon illustrations in the national space ads . . . and send them to their own lists. Looks like a well-coordinated effort to sell Sylvania products.

HANDLING PRESS RELATIONS

This reporter received by messenger . . . a large envelope. Inside was an 11½" x 15" full-color reproduction of a tray of mouth-watering food. Lithographed with perfection enough to outrank the outrankable inserts of Harris-Seybold. The frangible picture was well protected with a stiffener.

Attached, a *hand written note* from Arthur Dobbs on 3¼" x 8¼" memo form . . . calling attention to press release and offering to call to explain details. Also enclosed . . . Mr. Dobbs unusual calling card with his picture on reverse side. Friendly looking fellow, too.

The press release told simply about the organization and start of a new High-Fidelity, Full-Color Photo Offset Company . . . Williams Colorprint, Inc. with its plant in Columbus, Georgia. A plant embodying the latest ideas in layout equipment and lithographic processes.

Mr. Dobbs, with a long graphic arts background in Great Britain and the U.S.A., is introduced as Sales Manager with offices at 381 Fourth Avenue, New York 16, N. Y. Telephone Murray Hill 4-6163.

We haven't met Mr. Dobbs as yet . . . but if his printing (lithography) is as good as the sample and if his salesmanship is as good as his method of handling press relations . . . Williams Colorprint, Inc. of Columbus, Georgia is sure hell bent for heavens of success.

SPEAKING OF QUESTIONNAIRES . . .

Cosmopolitan Magazine (57th Street at 8th Avenue, New York 19, N. Y.) recently printed its questionnaire form on an oversized permit reply form. 6" x 9", on yellow stock and labeled "Business Reply Envelope" (requiring 4¢ postage because of size). A readership survey listing 10 questions . . . all of which could be checked Yes or No or for a preference of listed types of articles.

We called A. D. Catterall of Cosmopolitan . . . and he tells us returns were 6½%. Distributed . . . by inserting in 10,000 newsstand copies of June issue.

HOTELS AND . . . DIRECT MAIL

Every month THE REPORTER receives more and more examples of how hotels are using the mail . . . to hold old customers, latch onto new ones, and win back some who may have been lost during the "filled-up" days.

The Hotel New Yorker at 8th Avenue and 34th Street, New York City has sent out over the past year more than 75,000 birthday cards to former guests. The card is colorfully illustrated, 4¼" x 5½", with lively drawings of hotel's services. R. K. Penfield, advertising manager, tells us that the birthday date is requested on all charge accounts . . . and serves two purposes. One, of course, to let the New Yorker know when to send



Lithographed in 4 Colors

on a Harris-
Offset Press

ROD AND REEL BY SHAKESPEARE COMPANY . . . ACCESSORIES BY ANGLERS' ROOST . . . COLOR PHOTOGRAPH BY VICTOR K.



How to make a lure alluring

SELECT the right lure. Get it out where it will be seen. Then look for action. Whether you are filling a creel or meeting a sales quota, you'll find you get *more action* when your "lure" *looks* interesting . . . alive . . . realistic.

Here's a tip. Next time you go fishing for sales, let four-color lithography help to make your lure more alluring.

★ ★ ★

The above illustration is a perfect example of what can happen when four-color lithography and direct-color

photography team up to increase sales of top-quality merchandise like famous Shakespeare rods and reels.

Such a combination is mighty hard to beat. From the standpoint of *both* sales effectiveness and economy, you can count on offset lithography to give you a big run for your money.

The story of what offset lithography can do for you is told in detail, in color and sound, in the Harris-Seybold movie "How to Make a Good Impression". Ask your lithographer to show it to you. It is available, through him, for private showings to interested advertising groups—or write us direct, Harris-Seybold Company, Dept. F., Cleveland 5, Ohio.

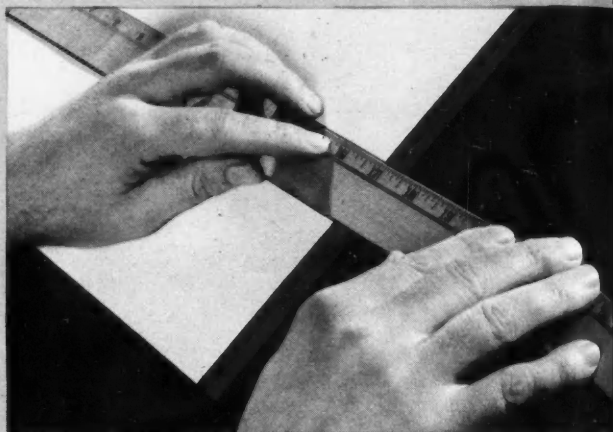
HARRIS-SEYBOLD COMPANY *Manufacturers of Harris Offset Presses*

IT'S JUST LIKE PUTTING MONEY IN THE BANK...

WHEN YOU *Call in your Lithographer early*



1. THE SUCCESSFUL LITHOGRAPHIC JOB BEGINS HERE. Call in your lithographer at the very beginning—while there is still time to make use of his specialized knowledge. Let him help you plan the production of the job step by step. It may be too late to effect important savings if you wait until all the details of size, retouching, etc., are determined, before “turning over the job”.



2. AVOID THAT EXPENSIVE FRACTION OF AN INCH. Quite often, as little as an extra half inch in the size of your job will prove to be a wasteful luxury—if it prevents cutting the piece out of a “standard size” sheet of paper. Your lithographer can help you avoid such waste, and, perhaps may suggest other economies, if you consult him before the layout and working art have been completed.



3. HERE IS ONE GOOD WAY TO EXPEDITE DELIVERY. Get in line early. Allow your lithographer to schedule your job while it is still in rough form. Then, while it is “awaiting its turn” in his plant, you can proceed with the final layout and art work. Be sure, however, that it is ready when promised. Otherwise, you may lose your place in line and embarrass both yourself and the lithographer.



4. USE THE FULL CAPACITY OF THE OFFSET PRESS. One of offset's big advantages is that it allows you to use the full capacity of the press—with practically no additional cost for plates. Appreciable savings are often effected by gang runs, or by running an additional smaller folder along with the larger piece. But this, too, requires planning and calls for a decision during the initial stages.

There's nothing mysterious about offset lithography. Just as with any other mass reproduction process, offset requires clean, intelligently prepared copy—regardless of whether you are buying ruled form work or a handsome brochure. The successful buyer is one who recognizes this fact. He places his work with a supplier whose experience, equipment and personnel best qualify him to produce a given job. Further than that, he is wise enough to see to it that the lithographer has enough time to do the job well—and that he makes a legitimate profit. For a brief presentation of the values of offset lithography, write for a copy of “Why Offset Lithography Is On The March”.

HARRIS-SEYBOLD COMPANY

Offset Lithographers • Cleveland 5, Ohio

the birthday greeting. And the other . . . to provide the management a questioning point in case someone tries to use another's account. They just ask for their birthday. It must jibe with the date on the account.

Another hotel . . . The Barclay at 111 East 48th Street, New York City . . . is doing a bang-up job of public relations. This letter sent to former guests:

Dear Mr. Blank:

We of The Barclay family hope you enjoyed your stay with us and we regretted your leaving very much. That is what I say to guests departing, whom I have had the pleasure of meeting personally—and that is what we really and truly mean.

Maybe you would like to say something regarding our accommodations, our food or our operation; your suggestions would be appreciated. We hope you like The Barclay family and that we have sold ourselves so well that you will come again, and suggest The Barclay to others;—if not, will you tell us.

Do come back soon.

Cordially yours,

THE BARCLAY

(Signed) William H. Rorke,
General Manager

Enclosed with above letter were two business reply cards. One for future reservations. The other asks for names of prospects. In addition, a "statement of policy" is inserted together with a business reply envelope . . . for those who want privacy in replying.

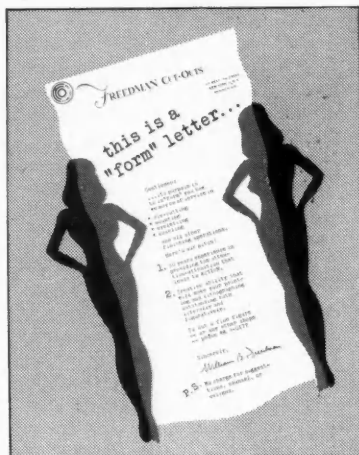
Have you readers encountered any other hotel campaigns? If so, be sure to pass them on to THE REPORTER. We're very interested to see how hotels are handling their Direct Mail.

CUTTING A FINE FIGURE

This reporter's eyes brightened recently . . . when we received the "form" letter from Freedman Cut-Outs, 117 West 17th Street, New York 11, N. Y.

The letter (pictured here) is about 11" x 6" . . . discounting the girls' extended arms. It's cut-out . . . and printed in two-line-and-Ben Day

silhouettes. To read, one holds the arms of the female figures,



The copy explains Freedman's die-cutting, mounting, eyeletting, and easeling services. The letter has attracted enough attention to reprint and continue mailing. An eye-catching piece.

MEMO TO POST OFFICE DEPARTMENT:

Isn't it possible for the Inspectors Department to *do something* about the Directory Rackets?

One reader of THE REPORTER received three "Invoices" for Listings in the same month. Two came from an outfit in Newark, New Jersey. One came from a New York firm.

These "Invoices" were nearly paid . . . as they looked so authentic.

It's true that in the Newark case a statement disclaiming connection with telephone company is printed in *small type*. But the sample listing is clipped from the telephone book. The "please remit" in red type at bottom makes the invoice look urgent or past due.

We are submitting our samples to you. Surely there must be some way to stop this objectionable racket. It certainly doesn't do the Direct Mail business any good.

ATF'S IDEA OF . . . A FIRESIDE CHAT

A most unusual annual report came our way this month. It was issued by ATF, Inc., 200 Elmora Avenue, Elizabeth B, N. J.

Two totally different reports were sent to employees and stockholders. The conventional style of report was mailed to stockholders. But . . . you should see what the 3700 employees received.

A simple, 8¼" x 11", 24-page lithographed booklet. Inside two real attention-getters. First the center-spread, which when opened, contains a pop-up . . . depicting typical American street-scene . . . driving home the next-door-neighbor relationship of employee, stockholder and customer.

The real stopper is inside front cover. A 6½" plastic record of a talk by President Thomas Jones attached to printed version of his recorded message. Also included . . . a photograph showing Mr. Jones in the act of recording.

The disc was produced under the direction of Larry Press of Record Guild of America, 882 Third Avenue, Brooklyn, N. Y. The reproduction quality is excellent . . . especially when nominal cost is considered.

ATF first determined how many employees had either a phonograph or access to one. A survey result of 82% convinced the advertising department that the project was feasible.

It is a fine demonstration of how to get an annual report noticed and read by employees. Instead of the usual pie-charts and long columns of figures . . . this piece consists largely of pictorial visualizations (cartoons, etc.) of company's financial standings. Emphasis is on *personalizing* the message.

The new element of sound, incidentally, is becoming more and more popular in Direct Mail (see also page 38 of April REPORTER). Watch for more about the subject in a later issue.



Playing

POST OFFICE

By: EDWARD N. MAYER, JR.

It might have been just June 14th to most people, but to business mail users it will probably become a real Der Tag. For it was on that day that Congressman Rees introduced H. R. 6916, a Bill to increase the salaries and wages of all Postal personnel . . . and as a "rider" (but still an integral part of the legislation) the bill contained a series of increases in Postal Rates that will cost mail users over one hundred million dollars during 1949.

The increases will be particularly hard to take for several reasons over and above the actual money involved.

First, the final bill as introduced by Mr. Rees was the result of what, for want of a better word, we will call an "order". Mr. Allen of the Rules Committee announced, almost casually it seemed, that if the members of Mr. Rees' Committee wanted a bill to increase Postal Salaries to reach the Floor of the House, it jolly well better include in that bill increases in Postal Rates that would help pay for the salary jumps. And that's exactly what the Post Office and Civil Service Committees did.

Out of its files it took last year's H. R. 3519, which was written after

extensive hearings, and included increases in *every* class of mail. But the majority members of the Committee were still a little cautious of rousing the ire of *all* mail users. So after a lengthy executive session, one complete section of the old bill was extracted like an infected tooth and dropped down the drain.

Just in case you can't guess what that section covered, we'll let you in on the big secret. Second Class mail, of course. Seriously now, you couldn't expect Congress to increase rates for newspapers and magazines in an election year, could you? No, not even in the face of the largest single deficit in any class of mail, a little matter of over one hundred and twenty-five million dollars, could you be that naive. Which gives you the second reason why the increases are so hard to take.

The third reason, for what it may be worth, was the tacit understanding on the part of all mail users (including the second class boys and girls) that Postal Rates wouldn't be touched until all of the pending investigations had been completed.

However, to get back to the bill itself. It was passed unanimously by voice vote in the House on Friday, June 18th. The Senate, though, didn't like the rate features of it and they were all stricken out before the bill was voted in the Upper House, on Saturday, June 19th, again by voice vote and again unanimously.

But when the bill got to conference sometime early Sunday morning, the House prevailed, and in spite of a bitter fight the bill finally was passed as written in the House, but with the effective date changed to January 1, 1949 instead of the first day of the second month following signing by the President. For the record, President Truman signed the bill on Saturday, July 3rd, and as of July 1st, 1948 the Postal employees get their \$450 annual increase (for which we're sincerely glad).

One final sidelight on the bill. Senator Taft was not in favor of the rate increases, didn't think they were either complete or high enough and promised that the whole subject would be gone into thoroughly in the next (81st) Congress. So, while you're figuring how to absorb these raises, you might keep in the back of your mind that old remark of Captain Andy

When buying or selling mailing lists . . .

It's
to have a
SEE

Good
GEORGE

Business
Broker
BRYANT

Need a specific mailing list? Want to rent your own lists? Consult our specialists who can save you money. Write today.

George R. Bryant

75 East Wacker Drive, Chicago 1, Ill.
55 West 42nd St., New York 18, N. Y.



For many years now the fourth of July has been set aside for the celebration of Independence Day. The American people, young and old alike, eagerly await the lavish fireworks displays or the martial music that goes with a fourth of July parade. It gets in their blood. It is, therefore, altogether fitting and proper that we, too, should like to do a little celebrating in this festive month of July 1948. You see we at Cupples are enjoying our fiftieth year in the envelope business. We are proud to announce fifty years of faithful service to the consumer.

CUPPLES ENVELOPE CO., INC. • 360 FURMAN STREET, BROOKLYN 2, NEW YORK

of Show Boat fame. If memory serves us, he was the one who said, "It's only the beginning . . . only the beginning!"

Elsewhere on this page is a chart showing what the new Rates will be after January 1st . . . Surprisingly enough there are decreases in two widely separated cases. The new air mail card at 4¢ will now make the cost of an Air Mail Business Reply Card cost 5¢ instead of 6¢, and under the new rate of 10¢ per lb. for Controlled Circulation Publications, a magazine weighing between 8 and 9 3/5 ounces will cost less to mail than it did under the old rate of 9¢ per lb., with a minimum of 6¢ per piece.

However, in addition to increases in the special services that will play an extreme hardship on a great many people and will probably cause a wide

curtailment in the use of some of these same services, the biggest rub is in the new book, catalog and parcel post rates. As you can see from the chart, book rates are almost doubled (shades of Morris Ernst and the rate of 1 1/2¢ per lb.) catalogs are up about 50% and parcel post about 30%. Third class mail isn't hit too badly, as far as the large mailers of light mailing pieces are concerned. The 1¢ minimum takes care of that. Nevertheless, it will be necessary in many cases to reduce the weight of mailing pieces to get within the 1-1/7 oz. (instead of 1-1/3) and 1-3/5 oz. (instead of 2) limits. The small fellow, however, who has a tiny list of less than 200 will be faced with a 50% increase in one case and a 33-1/3% in the other. Finally, booklets, seeds, etc. weighing more than 1-3/5 and less than 8 oz. will cost 25% more to mail and miscellaneous printed matter will go up 16-2/3%.

The change covering odd size pieces of third class (those that cannot readily be faced or tied) is hard to figure until the Post Office adopts rules to cover. And the new charge of \$10.00 annually for permits to use Section 562 P.L.&R., will (again) penalize the small user and probably cost the Post Office more to collect than it will receive.

This, then is the story of the Postal Rate increase of 1948. Strangely enough there wasn't a major increase in the whole 16 years of Democratic Congresses while the first Republican one managed to slip one through almost while no one was looking.

For those of you who will want us to eat our prediction that there would be no increases "this year", we call attention to the effective date of the new legislation. We were saved by one day.

POSTAL RATES EFFECTIVE JANUARY 1, 1949

CLASSIFICATION	PRESENT RATE	NEW RATE
LOCAL LETTERS (First Class)	3c each oz. (or fraction)	No Change
OUT-OF-TOWN LETTERS (First Class)	3c each oz. (or fraction)	No Change
AIRMAIL	5c each oz. (or fraction)	6c each oz. (or fraction)
AIRMAIL POST CARDS	-----	4c each
SECOND CLASS (Publishers' Rate)	See Postmaster for rates	No Change
SECOND CLASS (Transient)	1c each 2 oz. (or P.P. zone rates—whichever is less)	No Change
THIRD CLASS MAIL	1 1/2c each 2 oz. (or fraction)	2c first 2 oz. 1c each additional oz.
CONTROLLED CIRCULATION PUBLICATIONS	Third Class Rate to 8 oz. Over 8 oz. — 9c lb. (minimum—6c each)	10c per lb. minimum 1c each
THIRD CLASS BULK (Sec. 562 P L & R) 200 pieces or 20 lbs. to be mailed at one time. (\$10.00 annual fee for permit required)	12c per lb. minimum 1c each (limit for minimum 1 1/2 oz.)	14c per lb. minimum 1c each (limit for minimum 1-1/7 oz.)
THIRD CLASS BOOK 24 pp. or more—22 or more printed	1c each 2 oz. (or fraction)	1 1/2 each 2 oz. (or fraction)
THIRD CLASS BOOK (Bulk) (Sec. 562 P.L.&R.) 200 pieces or 20 lbs. to be mailed at one time. (\$10.00 annual fee for permit required)	8c per lb. minimum 1c each (limit for minimum 2 oz.)	10c per lb. minimum 1c each (limit for minimum 1-3/5 oz.)
THIRD CLASS (Regular or Bulk) Mailing tubes and other odd shape pieces that cannot be readily faced or tied in bundles	-----	3c minimum (regardless of weight)
CATALOGS 24 or more pp. weighing over 8 oz. and not more than 10 lbs.	5c to 11c first lb. 1/2c to 7c each add'l lb. According to zone	7 1/2c to 15c first lb. 1c to 6c each add'l lb. According to zone
BOOKS (Not carrying advertising matter)	4c first lb. 3c each add'l lb. Regardless of zone	8c first lb. 4c each add'l lb. Regardless of zone
PARCEL POST	8c to 16c first lb. 1/2c to 11c each add'l lb. According to zone	10c to 18c first lb. 1c to 11 1/2c each add'l lb. (to 10 lbs.). 3/4c to 11 1/4c each add'l lb. (10 to 70 lbs.). According to zone.
SPECIAL HANDLING	10c to 20c	15c to 25c
SPECIAL DELIVERY	13c to 35c	15c to 45c
MONEY ORDERS	6c to 22c	10c to 35c
POSTAL NOTES	5c	8c
REGISTERED MAIL	20c to \$1.35	25c to \$1.50
INSURED MAIL	3c to 25c	5c to 30c
C.O.D. MAIL	15c to 60c	20c to 65c

High Result Lists Mail Order Buyers

\$13.50

per Thousand on Labels

- * 50,000 Buyers of \$4 Girdles
- * 50,000 Buyers of a Bust Development Cream
- * 20,000 Buyers of Medicinal Product for Rheumatism
- * 15,000 Buyers of book, "How To Be Your Own Boss"
- 200,000 Cosmetic Buyers

110,000 Women subscribers to a fashion magazine
—Rental \$15.00 per M

Hundreds of other lists of mail order buyers, magazine subscribers and compiled lists.

The JOHN D. SEGER CO., Inc.
(Mailing List Division)

128 WATER ST., NEW YORK 5, N. Y.
* Exclusive with us. Digby 8-2972

SAWDON SELF-MAILERS

THE 4-IN-1 UNIT FOR EVERY DIRECT MAIL USE

OUTGOING ENVELOPE, SALES LETTER,
ORDER OR REMITTANCE FORM,
RETURN ENVELOPE.

DELIVERED PRINTED, FOLDED, AND SEALED;
READY FOR ADDRESSING.

WRITE FOR SAMPLES AND INFORMATION

The Sawdon Company, Inc.
480 Lexington Ave., New York 17, N.Y.

MAIL ORDER EXECUTIVE WANTED

Highly rated Chicago Mail Order Cosmetic House has opening for capable writer of M.O. letters, circulars, plans, etc. Prefer man with house to house Agents' experience. Salary, plus liberal profit sharing arrangements to right party. In your application please state age and an outline of your previous connections. Address Box 71, *The Reporter*, 17 East 42nd St., New York 17, N. Y.

MY

My idea should appeal to you: a group of free-lance artists and copywriters of special abilities, whose low overhead means moderate cost.
Hanley Norins
THE FREE-LANCER
Rm. 701, 401 E'way
New York 13

Strictly Mail Order

Reporter's Note: This department of *THE REPORTER* is reserved for the views and news of the mail order people . . . the men and women who use the mails to get immediate orders.

Reader's Digest offers a pleasing change of pace in mail order technique . . . by processing their latest subscription mailing on a 4-page letterhead measuring 4 $\frac{5}{8}$ " x 6 $\frac{7}{8}$ " (folded).

First paragraph sounds convincing.

"A friend of yours, who is one of our regular subscribers, has sent us your name in the belief that you would like to receive a free copy of *The Reader's Digest*. If you will make sure that your address on the enclosed form is correct and return the form to us, we will mail the copy at our expense."

Letter also offers an introductory subscription for six months at reduced rate of \$1.00.

WATCH OUT for a new Book-of-the-Month Club. It will need watching.

Name: Poor Richard's Book of America Club. Patterned after the popular book clubs, Poor Richard's New York headquarters offers bonus books to all new members, makes available a two-dollar book each month, and requires each member to buy six out of the twelve yearly selections.

Club is being managed by a former leader of the Gerald L. K. Smith-inspired "Christian Veterans of America".

Among "Committee of Judges" appears Lawrence Dennis, one of the "stars" of the ill-fated sedition trial, who once wrote: ". . . let me say categorically that I do not believe in democracy or the intelligence of the masses . . ."

Also Austin App of Texas, who has written violent disruptive propa-

ganda. Others in the set-up are noted for their bitter attacks on "minority groups."

"The permission pitch" is beginning to get under the skin of the mail order people. Beginning to see how irritating its constant repetition can be . . . to the recipients.

Once again . . . we've received two samples in the same mail . . . from two different companies.

A life insurance company starts:

This is important.

With your permission, I am going to send you a book on life insurance . . . a book NOT written by a life insurance company.

A stationery company starts:

This is Our Anniversary Gift to You—
Will You Accept It With My
Compliments?

Dear Friend:

With your permission, I am going to send to you, 50 sheets and 50 envelopes, especially prepared for YOU—with your own monogram (or name) and your own address — in the beautiful new raised lettering.

The joker in above, is that to get the 50-50 free, the recipient must buy 75 letterheads and 75 envelopes at regular price. The 50 (*free?*) are added.

Says Charlie Baake of Modern Industry: "This manner of plugging the 'free' angle is what kills it for the rest of us."

Correct!

This reporter appeared on the panel at the June 3rd meeting of the

THE REPORTER OF DIRECT MAIL ADVERTISING

New York Hundred Million Club. Seven speakers at a luncheon are just six too many. But Tom McElroy of American Homes; Howard Abrahams, National Retail Dry Goods Association; Jack McDonnell, Epicure Club; Miss Willa Maddern, Willa Maddern List Bureau; Edward N. Mayer, Jr., James Gray, Inc.; Henry Hoke, *your reporter* and Fred Stone, Parents' Magazine struggled through with ten minute versions of what's going on in mail order. Most of it has been covered in *THE REPORTER* (see special item about Howard Abrahams feature).

This reporter stuck his neck out again in warning mail order operators against three dangerous trends which are developing as selling becomes tougher.

1. Too high pressure exaggeration and ballyhoo and outright misrepresentation.
2. Too much dependence on so-

called tested formulas. Too much mail order material looks and reads like copy-catitis.

3. The over-zealous activities of field crews . . . which ultimately influence (negatively) Direct Mail returns. (Already covered in May and June 1948 issues.)

Here is a letter received by *this reporter* from the general manager of a national publication. For very good reasons, we delete the name of the writer, but have the letter on file.

When I received *THE REPORTER* I lost no time in reading your field-crew circulation article. You are doing a fine job in this fight—one that will be welcomed by all honest hard working circulation managers who have for years been harrassed about this problem.

The real culprits, of course, are the advertising managers—who through the publishers and general managers—force the circulation department to go after *numbers of subs*. And behind the advertising department and publishers, are adver-

tising space buyers who are too willing to accept sheer *numbers* in justifying their advertising recommendations to clients.

If this battle continues, perhaps you will want to direct your new fire against these forces—which will certainly show the circulation managers among your readership that you are really fundamentally on their side.

I think the recent letter that you sent me is a typical example of how some of the "circulation managers" are really more concerned with kissing off this situation, rather than making serious sustained efforts to correct it. These organizations they have set up are fine but they will not work unless there is a real spirit behind them to make it work. Otherwise they simply offer the alibi "Look how we are doing all we can to correct this".

(Signed by General Manager)

Reporter's Note: We agree with above 100%. We will continue the fight for better and cleaner circulation methods.

Lewis Kleid of Mailings, Inc., 25 West 45th Street, New York 19, N. Y. has developed a very effective way of getting opinions on mail order work.

MORE MAIL... LESS MOTION

ALL PURPOSE Mailing Tables with "Whirling Racks" help move more mail out the door, with less motion. Letter shops, printing offices and companies with large-volume mailing departments know that, "motion saved is money gained."

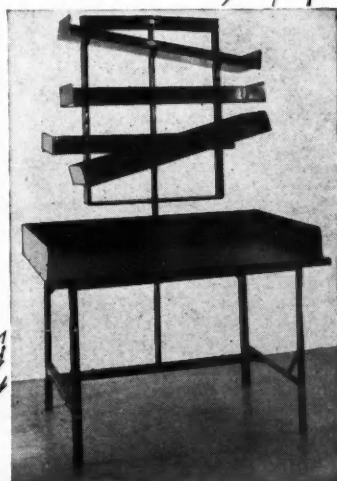
Motion-conscious mail producers should investigate these ALL PURPOSE features:

- Famous ALL PURPOSE "Hook-on" trays used.
- Motion-saving ALL PURPOSE "Whirling Racks."
- Capacity 14 "Hook-on" trays, 17,500 No. 10 envelopes for Single Table.
- Cleared working space on table tops at all times.

Ask about our "trial installation plan" today. It will mark an important step toward lower mailing costs for you.

All Purpose Metal Equipment Corp.
258 Mill Street, Rochester 4, N. Y.

All Purpose



Ask for Bulletin DM-3 . . . It describes other money-saving ALL PURPOSE Equipment.



In May 1948 issue we reported on his interview with Edith Walker of the Book-of-the-Month Club. This month his bulletin "Pay Mail Reports" contains report of interview with Marian Armstrong of Time, Inc. Her answers are based on her experience in scheduling more than ten million pieces in 1947 for Life, Time and Fortune. The questions and answers deserve a place in the records. So here they are:

Q. What are your best mailing months?

A. We start mailing in July and continue

up to November 15th. We start again on January 1st and continue through February. Returns drop off in March, April and May. June is the poorest month.

Q. How do you test copy?

A. We never rely on guesswork or opinion. We test at least eight different letters during the summertime using known successful lists as controls. The letter which rates number one is not automatically used. It is retested against new copy and the two next best letters and these letters are constantly being reviewed and up-dated to improve their newsworthiness.

Q. How does the world unrest affect Time and Life Direct Mail efforts?

A. Our response is pretty much in direct ratio to the interest in news developments. The greater the interest—the greater the response is apt to be.

Q. How do you select lists?

A. We select types of lists based on previous experience. Copy is directed to various classifications of lists, such as clergymen, teachers, doctors, special lists, general lists, etc. Where the letter is directed to broad general lists, we must test each type of list we are likely to be using for the big mailing.

Q. Can you use the same lists year after year?

A. Yes, a list that works well this year will probably work well next year. Usually we don't mail more than once a year to the same list. We keep a careful record of results and retest before making any mass mailings.

Q. What quantities do you use in testing?

A. There is no definite formula. It depends upon the size and quality of the list. If the list is a known one, we might try a representative quantity of 2000 for Time and 5000 for Life. In any case, we seldom "shoot-the-works." If a list looks hot on a test, we retest with a larger quantity.

Q. What kind of names do you look for?

A. In the case of Time, we like lists of executives, people interested in business reports and services, expirations of other good magazines, buyers of books, and other good quality lists. These lists do not have to be all male since many women subscribe to Time. The base on Life is broader because of its appeal. Our experience in 1947 (the first year direct mail was used since 1939) indicates that wider spread lists of both men and women can be used successfully.

For Fortune, the list work is most exacting. Since we mail for a year at the full rate, appeals are directed to small, select groups of executives and officials. Fortune mailings are usually pinpointed, based on forthcoming editorial features.

Q. Can you use compiled lists?

A. Yes, but it depends on how the list was compiled and who compiled it. The names should be current and clean. This includes key executives, doctors, dentists, clergymen, teachers, lawyers and professional men of all kinds.

Q. What about list prices?

A. We rarely pay more than \$15 per thousand for rental addressing. Most prices for lists seem to be stabilized. The brokers are to be congratulated for having kept the prices at a fair level.

Q. How do you handle the problem of subscribers receiving letters inviting subscription?

Let PLASTIPLATE* Stop Your

Humidity Troubles!

*Trademark

Send Coupon Now for FREE Samples!

Remington Rand's Plastiplate stops humidity troubles in photographic offset duplication! The "no grain" plastic surface anchors the

image and prevents it from "walking off," while the sturdy, plastic-impregnated base stock is impervious to water and humidity.

Thus you'll have no scumming, stretching or "wash out" problems.

Too, the "no grain" surface gives you the sharpest possible line work, plus brilliant half-tones of amazing contrast and depth.

Direct Image Plastiplates are easily illustrated and give you consistently better corrections that hold up for long runs of top-quality copies.

To prove Plastiplate's superiority, we will send you 3 free plates—either Photographic or Direct Image.

Let Plastiplate stop your hot weather humidity troubles. Get your FREE Plastiplates by sending the coupon now.

Why Plastiplate is BETTER



Plastiplate's "no grain" surface (1) resembles lithographic stone. With it, you reproduce all the dots in a half-tone, and also make Direct Image corrections that are non-detectable because they do not penetrate the water-and-grease receptive plastic coating (2). The sturdy plastic-impregnated base-stock (3) prevents any stretching or "curl up" because it is impervious to water.

Cheaper than metal, more dependable than paper—Better than Both!

Remington Rand

Duplicator Supplies Division
20 Main St., Bridgeport 1, Conn.

Firm Name _____

Street _____

City _____ State _____

Signed by _____

☐ Send me without charge 3 Photographic Plastiplates.

☐ Send me without charge 3 Direct Image Plastiplates.

I use a _____ typewriter and a ribbon of _____

☐ cloth fabric ☐ carbon paper ☐ My offset machine

is a _____ Model No. _____

A. Before the war all outside lists were checked against subscription lists. Because of the high cost of clerical work today, and the shortage in the type of help, this excellent practice had to be discontinued. Now a special note is enclosed in each letter explaining the possibility of subscribers receiving invitations to subscribe.

Q. What type of addressing do you prefer?

A. Typing or stencil (if the code numbers are omitted). Labels are objectionable. They usually represent cheap lists—they are frequently blurred and have a tendency to be affixed in a sloppy manner. Good handwriting seems to be a lost art. In our case, anyway, we prefer typing or good stencil addressing.

Q. What about postage?

A. We use a one cent printed indicia for *Time* and *Life*, First Class or Air Mail for *Fortune*—we also use commemorative stamps when available.

Q. What about length of letter?

A. It works out: 1 or 2 pages for *Life*
2 pages for *Time*
3 or more pages for *Fortune*

Q. Do you mail to selected geographic areas?

A. We have at times and on special mailings and found out we could concentrate in special areas and get higher returns—but since our magazines are national, we hit all names on qualified lists. We do watch out, however, for disasters (tornadoes, forest fires, floods, etc.) and mail directed to such areas is held out during the emergency period.

Q. What about your envelopes?

A. *Time* has a special patented postage saver envelope with a long flap. It is more expensive than conventional envelopes but it most closely resembles a first class envelope.

Q. Do you ever use gadgets or novelty letters?

A. We do not use gadgets. Novelty letters or ideas are used only occasionally and in special cases where the idea is peculiarly appropriate to the magazine; i.e., such as the special gold and silver coin letterhead we mailed on *Fortune's* recent "Money Issue."

Q. Some of your reply cards have an extra stub. Why?

A. 1. To hold the card in place when using a window envelope.

2. A stub card gives you more space for copy and can be made to look more impressive.

3. To give the reader a sense of participation and commitment by the mere act of tearing off a stub.

Q. Do you prefer regular or Air Mail reply cards?

A. Air Mail cards tie in with the copy used in selling a news magazine and always bring in higher returns.

► **SOMETHING NEW** in liquid duplicating machines . . . is being manufactured by L. C. Smith & Corona Typewriters, Inc. Anything from 3"x5" cards to 9"x17½" sheets can be run through at a speed of 75 copies per minute . . . with master sheets being used repeatedly until the ink is exhausted. Moistening is accomplished by train of rollers . . . very similar to ink distributors on a printing press. The sample we received (the actual press release) looked good.

► **A CLEVER LETTERHEAD** appears on a 5½"x8½" memo from Walker & Co. (outdoor advertising), 88 Custer Avenue, Detroit, Michigan. Printed in upper left-hand corner is a green, 1¾"x3¼" frame of a billboard . . . inside of which goes name of recipient. Makes a good impression. Makes the recipient . . . the HERO.

Vari-Typer Writes with Print Types

- *Right in your office by your office typist.*
- OPERATES LIKE A TYPEWRITER.
- Changes type styles instantaneously.
- A DIFFERENT STYLE TYPE FOR EVERY PURPOSE.

In 300 Neat Styles and Sizes

Vari-Typed master copy or stencils give clean, black, sharp results. Right and left margins squared—words and characters properly spaced—ready for instant duplication by mimeograph, hectograph, offset, direct-to-plate, photostat or blueprint. Many firms say Vari-Typer has saved them up to 80% on costs! Send for Booklet No. 012. Demonstration arranged to suit you.



RALPH C. COXHEAD CORP.

333 Avenue of the Americas
New York 14, N.Y.

The MASON MAILMASTER..



...for
Postal
Shipments

No Wrapping—No Tying,
65 sizes—1,000,000 boxes in
stock for immediate delivery.
—Send for Catalogue.

THE
Mason
BOX COMPANY

Main Office New York Office
Attleboro Falls, Mass. 175 Fifth Ave.

Factories: Attleboro Falls and Taunton, Mass.

MANUFACTURERS OF A COMPLETE LINE
OF SET-UP BOXES



"Dear Sir: Seldom are we able to offer
such an amazing value in full-length, red-
flannel underwear."

Are you reaching the right people, FOR YOU?

For your next mail promotion, consider trying a carefully chosen list of the RIGHT people for you . . . not just names, but folks known to be buyers of products or services similar to yours. We can locate such a list for you . . . among over 2,000 privately owned lists registered with us and being added to all the time. They're available on a low-rate rental basis. Tell us what you're selling and we'll make suggestions without obligation.

D-R SPECIAL LIST BUREAU
(DIVISION OF DICKIE-RAYMOND, INC.)

80 Broad Street Boston 10, Mass.

One Advertising Man to Another

GEORGE KINTER'S MONTHLY LETTER EXPRESSING
ONE MAN'S OPINION

Some time ago, Henry, I took up quite a bit of your valuable space informing you that I had made application for membership in E. Willis Jones' SFADIBL, which, translated, means "Society for Abolishing 'Dear' In Business Letters."

"At that time I was pretty well sold on the idea that the old fashioned salutation had no place in modern business correspondence, and that it did not add a jot or a tittle to the friendliness of a letter. I'm still sold on that idea, but I've sort of lost interest in trying to resell it. While I know that I am not "dear" to a lot of people who "dear" me in letters, they have my permission to continue to do so if they don't follow that endearing term with a kick in the pants.

It is what follows the salutation that wins or loses friends and influences customers, and I have been toying with the idea of starting a SFCUOBLW. In case that one's over your head, it stands for "Society For Checking Up On Business Letter Writers". Eligible for membership in this society will be advertising men, sales managers and public relations experts. This society would prove of most value to the latter. While it might curb a bit their far-reaching efforts to create better relations between business and the entire public, it would undoubtedly promote better CR—Customer Relations. However, I think they could be brought to realize that friendly customer relations is the first step in any public relations program.

While a good job of fixing can be done with a letter, it's a mighty dangerous tool in the hands of the inexperienced and the purpose of the SFCUOBLW would be to appoint a Checkerupper in every business concern to determine whether or not the users of this tool are proficient in its handling.

For example, if a certain big ink concern had such a Checkerupper, the little printing business with which I am connected, and which has been a customer of the big concern for more than ten years, would not have received this letter:

"Gentlemen:

We are enclosing herewith corrected statement of your account.

We are also returning your check for \$—.

Kindly send us your check for \$—.

Your prompt attention to this matter will be appreciated.

Yours truly,"

I am sorry I failed to note who signed this letter. Those barking sentences so irritated me that I returned the letter with the following marginal note:

"We are extremely sorry that we failed to check your invoices with your statement. Had we done so we would certainly have made our check cover the total of the invoices. However, we hope we are prompt enough in rectifying this error. We are flying check for the right amount by air mail."

Had a Checkerupper with Customer Relations experience caught that letter before it was sent, he would have gone to the writer—even though it had been the treasurer of the company, and said:

"Look, pal, that ain't a very nice letter to send to a customer who has been with us for a long time and has given us quite a few thousand dollars worth of business. It might make that customer feel that you think he is trying to take advantage of an error in our bookkeeping department. Wouldn't it be better to tell him that due to an error the statement we sent him didn't cover a certain invoice but we had put the check through and would add the invoice on the next statement?"

Had the Checkerupper been out to lunch when the letter was mailed but would have caught my marginal note

THE REPORTER OF DIRECT MAIL ADVERTISING

on the returned letter, he would have gone to the writer of the letter—even though he was the treasurer of the company and said:

“Whatinthehell do you mean by barking at a customer like that? I wouldn’t blame him a damn bit if he didn’t give us another nickel’s worth of business. The least you can do now is to write that guy a letter that may smooth his feathers, and if you don’t know how to write such a letter the sales manager or the advertising manager can give you a few pointers.”

But apparently this ink company doesn’t have a Checkerupper on writers of business letters because there has been no acknowledgment of the marginal note.

We are still buying ink from that company, but that is only because we’ve been too busy to hunt up another source of supply. But one of these days some salesman from another ink company—maybe a salesman whom during the past ten years we have turned down, will drop in and we will give him our business, and to the company we have patronized for the past ten years, we will become a part of the general public at which the PR experts are shooting.

This is not the only business letter I have received that has “strained” this customer’s relations and I wouldn’t be surprised if many REPORTER readers could cite cases wherein the inexperienced or careless use of this important business tool has caused irreparable damage to customer relations. I am at loss to understand why business concerns permit it to be used without supervision. They spend important money for the preparation of advertising and sales literature to get new customers on their books. Their copy writers’ efforts will be checked and double-checked by the president, the board of directors and often their wives, and they will tear out their hair if a sentence that might be misconstrued, or a misplaced comma slips through. Yet they don’t seem to give a hang about the “copy” that goes to those prospects after they are on the books.

Does business need the SFCUO-BLW?

Yours, as usual,

GEORGE

JULY 1948



Hands like white doves

*...a flutter in the dusk...so petal smooth,
so velvet soft, that men go mad with longing...*

Well, maybe not quite that! After all, this lotion line is hardly down our alley.

All we wanted to suggest was that slopping around with stagnant sponges, sticky stamps, and gum-flapped envelopes does no good to any girl’s digits...

So you might mention the PB postage meter to the Man In Charge of Morale in your office...

Metered postage makes those small steel engravings with the bad-tasting backs as old hat as spit curls.

With a postage meter, you literally roll your own. Set the little levers for the stamp you want, feed the envelopes into

the meter, and they flash out with flaps sealed, and a stamp and dated postmark printed on each and every envelope.

The meter prints any value of stamp needed for any kind of mail, prints on gummed tape for parcel post—the total postage needed in *one* stamp.

THE postage meter makes mailing go like mad, and gets you and the mail out earlier, keeps track of postage used... protects postage from loss, damage, lend lease. And metered mail moves faster in the postoffice, doesn’t have to wait for postmarking and cancelling...

Meter models for any firm, large or small. Call any PB office, or write for illustrated booklet... And why wait?



PITNEY-BOWES Postage Meter

PITNEY-BOWES, Inc., 2044 Pacific Street, Stamford, Conn.

Originators of Metered Mail. Largest makers of mailing machines. Branches in 85 cities in the United States and Canada

GIANT ENVELOPES
NOW! 13 LARGE SIZES
IMMEDIATE DELIVERY!
 Made of heavy, tan, durable Kraft, ungummed, open end with metal clasp!!

	200 or more	500 or more	1,000 or more	5,000 or more
	Prices per 100		Prices per 1,000	
11 x 17				
12½ x 16	\$ 4.50	\$ 3.35	\$30.00	\$28.00
13 x 17				
12½ x 18½				
14 x 16	\$ 5.00	\$ 4.00	\$35.00	\$33.00
14 x 18				
15 x 18				
15 x 20	\$ 6.25	\$ 5.00	\$43.50	\$41.00
16 x 20				
*17 x 22	\$ 8.00	\$ 7.20	\$56.00	\$53.00
*18 x 23	\$ 9.00	\$ 8.00	\$60.00	\$57.00
*20 x 25	\$11.00	\$10.00	\$80.00	\$69.00
*22 x 27	\$12.50	\$11.50	\$86.00	\$75.00

*Folded

F. O. B. NEW YORK CITY

HUXLEY ENVELOPE & PAPER CORP.
 400 Lafayette St., New York 3, N. Y. • ORegon 4-2795

Ohio National Life Insurance Company

uses

the REPLY-O LETTER



Write to the
REPLY-O PRODUCTS CO.
 150 WEST 22nd St., NEW YORK 11



FREE! Increase readership of your ads with LIFE-like EYE-CATCHER photos. Used by biggest advertisers. Nothing like them anywhere. 100 new subjects monthly. Low Cost Mat or Glossy Print plan. Write for new FREE proofs No. 112. No obligation.

EYE-CATCHERS, Inc.
 10 East 38th St., New York 16

MAGIC WORDS That Sell by Mail

Let us put to work for you certain "magic" words that get maximum orders for meritorious products. We are a fully recognized advertising agency with a staff of top-flight mail order specialists. Established 1926.

ARTWIL COMPANY, Advertising
 24-R West 48th St., New York 19, New York
 Plaza 7-1335

SUMMERTIME ANNOUNCEMENT

We like the way Wetzel Brothers (creative printers) Milwaukee, Wisconsin announced their summer schedule.

A four-page, 2 color folder, 6" x 6" on heavy paper is titled "It's Summertime Again". Second page carried cartoons reproduced here. Third page contained this frank copy:

Vacations—they're wonderful! But we don't believe in asking you and all our other customers to put up with a skeleton force that limps along for an entire summer.

So here's what we're doing—

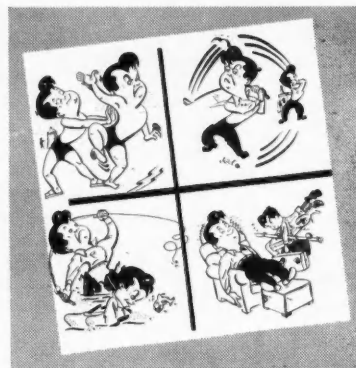
Starting July 3rd, our entire plant will be completely closed.

Every member of our organization will be out soaking up the sun and having themselves a time.

Then, bright and early on July 12th, we'll all be back again—rarin' to go. For the rest of the summer, our complete crew will be on the job—all day, every day. The services of our first team—working at full-strength and full-efficiency—will constantly be at your quick command.

Reporter's Note: Neatly done. So much better than the too frequent, stuffy announcements . . . "we beg to announce, etc."

A sh-h-h-h aside to Arthur Wetzel. Don't let anybody see you looking worried . . . but your copy department, in their enthusiasm of planning a beautiful piece, completely forgot to include your address, city, telephone number. No identification except your name. In spite of your undeniably good reputation . . . a few people, newcomers maybe, might not know how to reach you.



CONVENTION PLANS NEARLY COMPLETED

DMAA heads met in Philadelphia the last Friday in June to put final touches on the program for the 31st Annual Convention on September 29, 30 and October 1st.

Earle Buckley, Chairman of the Program Committee, announced the theme . . . "What? Why? When? How? Where? Who?—The Answers to Profitable Planning for 1949". Inspiration came from Kipling's poem "The Elephant's Child" . . .

"I keep six honest serving men
 (They taught me all I know).
 Their names were WHAT and WHY
 and WHEN
 And HOW and WHERE and
 WHO!"

We'll give you the complete timetable in the August issue.

TESTED MAILING LISTS

POLITICS

- 25 M Municipal Officials
- 42 M State and Federal Officials
- 15 M Women in Politics
- 21 M Moulders of Opinion
- 5 M Diplomats
- 160 M Men Interested in Politics

WOMEN

- 10 M Art Buyers
- 30 M Phi Beta Kappa
- 35 M Business and Professional
- 7 M Chemists
- 150 M Homemakers
- 50 M Wealthy Women

FREE catalogue of other tested lists

Industrial List Bureau

45 ASTOR PLACE

GRamercy 7-5169

NEW YORK 3, N. Y.

#7 in
a series
of 12

At the Friday meeting, DMAA President Charles Konselman introduced Frank Frazier, who on August 1st will join the DMAA staff as its Executive Director (see cover). You can expect big things. Larger membership, expanded service and many more surveys on vital subjects.

Mr. Frazier was Executive Director of Promotion for E. P. Dutton & Co., Inc., in charge of Advertising, Publicity, Trade Promotion and all mail order activities. Previously he was a Lieutenant Colonel in the United States Army serving as Public Relations Officer for all Engineers under General MacArthur. During this period, he organized and directed the public relations work of officers and men throughout the Southwest Pacific area. Prior to entering the army, Mr. Frazier was Director of Advertising and Publicity for J. B. Lippincott Company, Philadelphia and a Member of the Board of Directors of the firm from 1939-1942. He has also been President of the Philadelphia Booksellers Association.

In his new position, Frank Frazier will direct all services and activities of the DMAA. Jane Bell continues with the DMAA in her present position.

WHAT'S THIS (?) DEPARTMENT

Thought our eyes were failing . . . when we read Advertising Age's report of ex-DMAA President Ed Mayer's speech before the New Jersey Savings and Loan League in Atlantic City.

Among the phrases credited to Ed . . . "Most Direct Mail is useless" . . . "Over 75% of the country's Direct Mail should be thrown into the garbage can" . . . "Less than 7% of all Direct Mail advertising is planned by so-called experts. The rest is done by you in your own offices; you who

think you are experts because you can write a letter."

It must have been hot in Atlantic City that day . . . or Ed was misquoted or something. We'd like to read how he justifies the figures and fancies.

Such statements were popular back in the 1920's when Direct Mail was young and untried. But today? In 1948? Fine fodder for competition!

If some of the stuff we've seen created by the 7% so-called experts is any criterion . . . then we are all pretty fortunate that 93% of Direct Mail is planned right in the user's office.

There are still some poor examples . . . but most Direct Mail today is serving a definite functional purpose. Successfully, too.

And just what is an expert? So-called or otherwise?

PRINTING

... for **EXCELLO** provides
the "know how" to assist you in organizing
your art and copy . . . determining
your method of printing . . . producing your work
economically and quickly. Publications,
catalogs, booklets, direct mail from black
and white to full color . . . Now over one million
impressions a day.

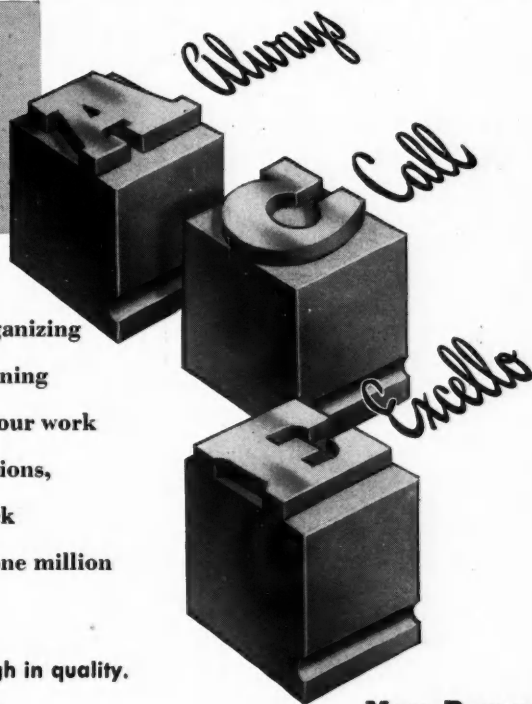
Make your next job



high in quality.

EXCELLO PRESS INC.

LITHOGRAPHERS • PRINTERS • BINDERS • 400 NO. HOMAN AVENUE, CHICAGO 24, ILLINOIS •



**Van Buren
8790**

35,055

INDUSTRIAL FIRMS
EMPLOYING 50 OR MORE

WE WILL ADDRESS ALL OR PART
\$15.00 PER THOUSAND
GUARANTEED
INQUIRIES FROM BROKERS INVITED

MAIL ORDER DEPT.
GARFIELD'S 15 W. 37th St., N. Y. 18
... LO 4-1800 ...

When you
need a
**BIRTH
LIST**

Remember
WM. F. RUPERT
Compiler of national birth
lists EXCLUSIVELY for the
past fifty years.
90 Fifth Ave., New York 11
CH 2-3757

LIST PROBLEMS

If, as and when you have one consult
the old Missouri Mail Order Sage, the
Gotham Mailing List Wizard (even his
competitors admit it and call him a
different name).

Send for our recommendations. Register
your lists with us.

A copy of Drey's Mailing List Visitor,
Free upon request.

WALTER DREY, List Broker
566 Seventh Ave., New York 18, N. Y.
Tel. LO 5-7537

DIRECT MAIL OPPORTUNITY

With a National Magazine

IF you have some solid direct mail experi-
ence . . . IF you know your way around
when it comes to buying printing, envelopes,
multigraphing, letterpress services . . . IF
you are a whizz at follow through . . . IF
production . . . traffic . . . IF you can take
responsibility and get things done . . . IF you
are ready for a bigger spot to grow in . . .

THEN you'll be interested in this opening.
We publish several national magazines with
combined circulation well over half a mil-
lion . . . we have an opening for a right
hand man or girl for our Circulation Director
. . . someone who can get things done . . .
who can stretch direct mail dollars . . . who
will not mind some travel to our two mid-
west printers . . . to exhibits, conventions
. . . IF this type of opportunity to grow
with a fast growing magazine publishing
house located in N. Y. sounds like what you
are looking for, send along your resume
together with your salary requirements.

Box 72
Reporter of Direct Mail Advertising
17 East 42nd Street, New York 17, N. Y.

Things are r-e-a-l rough . . . when
WE can't find any more space than
this. Wanted a third of a page to
show you that 4 out of 5 readers take
THE REPORTER home to read. Really!

HOUSE MAGAZINE EDITORS' GET-TOGETHER

One of your reporters spent an
interesting afternoon at House Maga-
zines Incorporated's annual meeting
at the Hotel Roosevelt, June 10th.

On display were hundreds of HMI
members house organs . . . and some
were truly outstanding. HMI mem-
bers who received awards in the 1948
International Council of Industrial
Editors Publication contest are as
follows. Sorry we don't have room
for editor's names and addresses.

"Foam"	Schaeffer Brewing Co.
"Saks News"	Saks Fifth Ave.
"Underwood News"	Underwood Corp.
"Our Sun"	Sun Oil Co.
"Home Office News"	Prudential Ins. Co.
"Newspictorial"	Johns-Manville Corp.
"The Seagram Spotlight"	Seagram-Distillers
"The Sylvania Beam"	Sylvania Elec Prod.
"GHQ"	Western Elec Co.
"The Observer"	(Same)
"The Distributor"	(Same)
"Borden's Photo Flash"	The Borden Co.
"Tracks"	C&O Railway
"The Texaco Star"	The Texas Co.
"Shell Progress"	Shell Oil Co., Inc.
"Airco In The News"	Air Reduc. Sales Co.
"Depictor"	Edward Stern & Co.

Dr. Vergil Reed, Associate Di-
rector of Research for J. Walter
Thompson Co. gave interesting talk
on external house magazines. Empha-
sized importance of readership sur-
veys. Conclusions: the external h. m.
has a value beyond promotion in the
narrow sense. It renders a service
not given by other media. The
house organ is read primarily for
information.

GLAMOROUS SAMPLING

We've all been waiting for a return
of the good old sampling days . . .
when paper manufacturers would
issue spectacular brochures illustrat-
ing the possibilities of a particular
line or brand. The paper companies
have been reluctant to get started
until quality and supply got around
to something like normal.

But now . . . along comes Frank
Gerhart of The Champion Paper and
Fibre Company, Hamilton, Ohio with
a sampling job to outdo all sampling
jobs. Or to set a new high target to
be shot at.



The new Champion book is plastic
bound. The seventy-four, 8½" x 11"
pages contain many demonstrations
of work on "Kromekote."

It is a practical printing guide, too,
for it contains suggestions for
handling Kromekote, and production
data on the printing of each demon-
stration. There are single color illus-
trations, duotones and process, as
well as embossing. All the sparkling
brilliance of special gloss inks is
demonstrated; silver and gold;
beautiful color photography, as well
as black and white and color printing
on the reverse side of Kromekote
Cover and Postcard.

Beautifully printed, this new book
should be in every direct mailer's
idea file. It is available only through
Champion merchants who distribute
Kromekote. Ask the Champion
merchant in your town to get you a
copy. If you can't find . . . write
direct to Frank Gerhart.

PRINTS 77 COLORS WITH ONE IMPRESSION

A revolutionary printing press was
recently announced by James C.
Sanderson, a director of McCorquo-
dale Colour Display Ltd., 15 King

Street, London . . . one of England's largest graphic arts concerns.

It must be an unusual machine. Basically a flat-bed letter-press . . . with sectionalized pressure tank from which colored inks or paints may be fed. Number of tanks determined by number of colors. Tube outlets can be finally adjusted to print odd-shaped designs . . . so minimum of excess ink is "cut-out" by the engraved plate which is also prepared by McCorquodale. The "thing" will print 77 colors simultaneously, it is claimed . . . at 1200 impressions an hour.

Got in touch with Mr. Sanderson, who is making his headquarters at Townley, Updike & Carter, 220 East 42nd Street, New York 17, N. Y. He sent us some samples of the Process. One for Dulux Coach Finishes had 36 different color patches printed on.

Should make a hit with Direct Mail people . . . for use on cards, folders, booklets and magazines.

TICKLING CHARGE CUSTOMERS

Finsterwald's Clothes, 235 Monroe at Randolph, Detroit 26, Michigan are pleased with results of one of their recent mailings.

Twelve thousand letters were sent to their Credit Customers in the early part of March before the Easter season. The letter measures 6 $\frac{5}{8}$ " x 7 $\frac{1}{8}$ " . . . is folded down the middle with extra flap on left side. Tipped-on outside of flap is a 3 $\frac{1}{2}$ " red feather and beneath it F C printed in blue.

Letter reads . . . Early March, 1948

Dear Friend:

A FEATHER IN YOUR HAT — for a touch of Spring.

AND for the mighty fine way in which you have handled your account with us.

With the earliest Easter in many a

year (March 28), we've arranged to have your NEW Spring Suit and Topcoat on hand weeks in advance.

Right now our stockroom is working over-time to unpack the NEW patterns, models and colors for your first choice. Treat yourself to one of these "pepper-uppers" and feel like a million!

Your nearest friendly FINSTERWALD store will be happy to reward your early visit with the "pick of the house."

Glad to have you use your account, of course.

Why not come in this week?

Cordially yours,

FINSTERWALD'S CLOTHES

Miles Finsterwald,
President

E. F. Emrich says results were excellent. Of the 12,000 customers, over 50% made a charge purchase within the next 60 days. Apparently the trick fold and feather attracted attention . . . and the pat on the back and solicitation in the letter got the action.

We've Been Saving Money For Years!

(and our clients love us for it)

We get a great big kick out of showing customers how to do a better job at a much, much lower cost. The welcome mat and the latch strings have always been out when one of our account executives has called on our clients. This is more true than ever today because all mail users are facing increased costs.

We have the staff, the know-how and, most important, the modern equipment to save money for our good clients in these trying times. If you use any of the following services, particularly during the summer months, we guarantee to save you money.

- Stencil cutting
Speedamat, addressograph, Elliott
- Mailing
Envelopes, self-mailers, magazines, catalogues, books
- Addressing
Typewriter, stencil, hand
- Sorting
Alphabetical, geographical, numerical
- List maintenance
in all its phases
- Multigraphing
Our specialty—3 colors for the price of 1
- Contest judging
Analysis of returns, judging of entries

The above are but a few of the operations we perform for an imposing list of clients. We've saved them lots of money and we've given them the very best of service.

We will be glad if we can do the same for you. Just use the coupon below and let us prove our point.

Circulation Associates

1745 BROADWAY

NEW YORK 19, NEW YORK TEL: COLUMBUS 5-3150

CIRCULATION ASSOCIATES
1745 Broadway, New York 19, New York

We're interested in your money saving methods. Please have an account executive call on the undersigned.

Name _____
Company _____
Address _____
City _____ Zone _____ State _____



After five years of war and post-war shortages, the IPI Match-Box is again available to commercial printers (see illustration). It gives the printer everything he needs to mix and match over 100 colors and tints. Consists of 11 tubes of inks and compounds, patented mixing and measuring slab, two mixing knives, tube rolling keys and six special tube caps.

IPI Match-Boxes may be obtained through any one of IPI's branch offices. New York address is 350 Fifth Avenue, New York 1, N. Y.



► **DIED:** On Thursday, June 17th, in United Airlines crash at Mt. Carmel, Pa. . . Mrs. Alta Gwinn Saunders, head of the Division of Business English of University of Illinois, Champaign, Illinois. One of the best friends of Direct Mail. An early crusader for better letters. One of the organizers and stem-winders of the American Business Writing Association. She will be missed by her many friends . . . and by the thousands of people she has helped.



► **SUMMER MUST BE HERE.** THE REPORTER received a book of five golf tees . . . compliments of Newsweek Magazine. Also in same mailing . . . a score card with "This card is a record of my fairway tragedies and triumphs" printed at bottom. Inside, spaces for golf scores.

► **ELLA B. MEYERS**, Special Advertising Director of General Foods Corporation, 250 Park Avenue, New York 17, N. Y. was named "Advertising Woman Of The Year" by the Council on Women's Advertising Clubs of the AFA. A 61-word lead sentence, breathlessly told us about it. THE REPORTER is going to continue yapping about poor releases . . . until we begin getting more of the easy-to-read, yet factual reports that hit our desks at too infrequent intervals. (See article in May issue, titled . . . "What's Wrong with Press Releases?") Some sound as if they were taken out of James Joyce's "Ulysses." Well, almost.



► **NEW YORKERS** are currently receiving Proctor & Gamble's five "money-saving coupons" for P&G soaps and soap powders. They come in one envelope, addressed to "Occupant. Apt. No. xx" . . . Each coupon has a money value if certain product is purchased. But the unusual thing about the mailing . . . on the back of each coupon the offer is made in four languages . . . Italian, Hebrew, Polish and Spanish. J. A. Cokeley of P&G public relations division, Cincinnati, tells us that since it would be impossible to print each coupon in a different language (for example, Italian and Hebrew for the Bronx, Spanish for the Southwest, etc.) a uniform slip is employed. In this way Direct Mail is being used to replace the house-to-house selling crews of pre-war days. Incidentally . . . carrying envelope bears 2-color illustration with wording, "They're free—Proctor & Gamble Soap Coupons—Look inside and save money."



► **LARGEST PIECE** that THE REPORTER staff has seen this month . . . sent by Henry Mayers, Mayers Co., (advertising), 1240 South Main Street, Los Angeles 15, California. A 15¼" x 19¼", 38-page booklet for California Apparel Creators. By varying the length of the page, an index effect is produced. Front cover has large oval cut-out revealing underneath a magnet with "California is Yours to Command". A spectacular job.

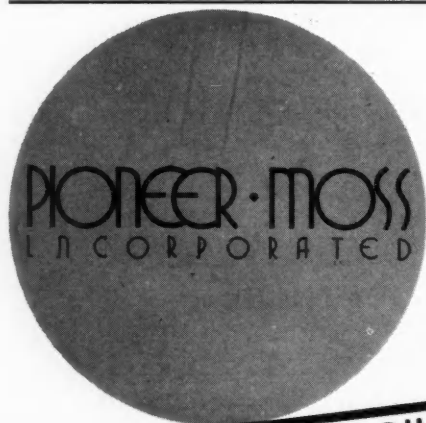
► **SLICKEST STUNT** of the month was presented by Hubert Foster, who edits "Better Impressions" . . . published by the Mead Corporation, 230 Park Avenue, New York 17, N. Y. Lead story about forest fires is illustrated on inside front cover . . . with a fire picture which virtually simmers in front of your eyes. Further on, tremendous importance of paper today is emphasized . . . by mention of 1947 per capita consumption of 350 pounds. By filling out an enclosed reply card, recipients can get a 2-year-old evergreen seedling . . . free. The tree offer is "to stimulate you and your friends to thinking . . . and acting to help America save her forests". A north-western radio station (a long time ago) made a general mailing of live pines to stimulate interest in the north woods market. This is a new adaptation of the idea. And good.



► **EFFICIENT HANDLING** of publicity is demonstrated by a recent mailing from Meredith Publishing Company (Better Homes and Gardens), Des Moines, Iowa. We received an envelope containing a form letter explaining how BH&G is cooperating in the Oak Forest Housing Development at Houston, Texas. A factual press release . . . and 5 tear sheets with colored illustrations of the houses. A complete and understandable report of what is going on.



► **A VALUABLE REFERENCE** manual for advertisers has just been published by Rapid Grip and Batten, Limited, 177-195 Richmond Street West, Toronto 2B, Canada. It's a 13¼" x 7¼", 20 page, 3 color booklet with laminated cover. An unusual shape. Then in 18 sections, a description of 18 different ways of reproduction. Cuts, line engravings, halftones, surprinting and combination plates are but a few of them. Excellent examples to go with each one . . . really a baby production yearbook. Inside back cover is pocket containing a newspaper reproduction demonstrator with all the methods put to work. All very clear . . . perfect for reference.



PHOTOENGRAVERS SINCE 1872



460 W. 34th ST., N. Y. C.

LONGACRE 4-2640

DIRECT MAIL DIRECTORY

LISTINGS ONE LINE PER ISSUE, \$10.00 PER YEAR

ADDRESSING & MAILING EQUIPMENT

All Purpose Metal Equipment Corp.....258 Mill St., Rochester 4, N. Y.

ADDRESSING SERVICE

De Groodt and Associates, Inc.....8729-78th St., Woodhaven 21, N. Y.
Garfield's.....15 West 37th St., New York 18, N. Y.

ADDRESSING-TRADE

Shapins Typing Service.....68-12 Roosevelt Avenue, Woodside, N. Y.

ART, COPY & LAYOUT SERVICE

Hanley Norins.....Rm. 701, 401 Broadway, New York 13, N. Y.

BOOKS

Graphic Books, Inc.....17 East 42nd St., New York 17, N. Y.

CARDVERTISER

The Elliott Addressing Machine Co. 127 Albany St., Cambridge 39, Mass.

DIRECT MAIL AGENCIES

D. H. Ahrend Company, Inc.....325 East 44th St., New York 17, N. Y.
Artwil Company.....22 West 48th St., New York 19, N. Y.
Will Burgess and Company.....386 Fourth Ave., New York 16, N. Y.
Duffy & Fabry, Inc.....633 N. Water St., Milwaukee 2, Wis.
Kent Associates, Inc.....30 Irving Place, New York 3, N. Y.
Reply-O Products Company.....150 West 22nd St., New York 11, N. Y.
Phillip I. Ross Company.....38 East 57th St., New York 22, N. Y.
Tested Sales Producers, Inc.....131 West 53rd St., New York 19, N. Y.

DIRECT MAIL TRAINING COURSE

Henry Hoke.....17 East 42nd St., New York 17, N. Y.

ENGRAVERS

Pioneer-Moss, Inc.....460 West 34th St., New York 1, N. Y.

ENVELOPES

Atlanta Envelope Company.....Post Office Box 1267, Atlanta 1, Ga.
Cupples-Hesse Corp.....4175 N. Kingshighway Blvd., St. Louis 15, Mo.
Samuel Cupples Envelope Co., Inc.....360 Furman St., Brooklyn 2, N. Y.
Curtis 1000, Inc.....380 Capital Ave., Hartford 6, Conn.
Direct Mail Envelope Co., Inc.....15 West 20th St., New York 11, N. Y.
Huxley Envelope & Paper Corp.....400 Lafayette St., New York 3, N. Y.
Massachusetts Envelope Co.....641 Atlantic Ave., Boston 11, Mass.
The Sawdon Company, Inc.....480 Lexington Ave., New York 17, N. Y.
Sheppard Envelope Company.....1 Envelope Terrace, Worcester 4, Mass.
Tension Envelope Corporation.....345 Hudson St., New York 14, N. Y.
The Wolf Envelope Company.....1749-81 E. 22nd St., Cleveland 1, Ohio

HAND COLORING

Reba Martin, Inc.....145 West 45th St., New York 19, N. Y.

MAIL ADVERTISING SERVICES

Advertisers Mailing Service.....915 Broadway, New York 10, N. Y.
Circulation Associates.....1745 Broadway, New York 19, N. Y.

MAIL ADVERTISING SERVICES (Cont.)

Graphic Letter Service.....62 West 47th St., New York 19, N. Y.
Kent Associates, Inc.....30 Irving Place, New York 3, N. Y.
Plummer Letter Service.....Box 294, Chillicothe, Missouri
Willis Services.....33 West Hubbard St., Chicago 10, Ill.
Woodington Mail Adv. Ser., Inc.....1316 Arch Street, Phila. 7, Pa.

MAILING BOXES & CONTAINERS

The Mason Box Company.....Attleboro Falls, Mass.

MAILING LISTS

George R. Bryant.....55 West 42nd St., New York 18, N. Y.
D-R Special List Bureau.....80 Broad St., Boston 10, Mass.
Walter Drey.....566-7th Ave., New York 18, N. Y.
Industrial List Bureau.....45 Astor Place, New York 3, N. Y.
J. R. Monty's Turf Fan Lists.....201 East 46th St., New York 17, N. Y.
Mosely Selective List Service.....38 Newbury St., Boston 16, Mass.
W. S. Ponton, Inc.....635 Avenue of the Americas, New York 11, N. Y.
Wm. P. Rupert.....90 Fifth Ave., New York 11, N. Y.
The John D. Seger Co., Inc.....128 Water St., New York 5, N. Y.

METERED MAIL EQUIPMENT

Pitney-Bowes, Inc.....Stamford, Connecticut

PAPER MANUFACTURERS

International Paper Company.....220 East 42nd St., New York 17, N. Y.
The Mead Corporation.....230 Park Ave., New York 17, N. Y.
Strathmore Paper Company.....West Springfield, Massachusetts

PHOTOGRAPHS

Eye Catchers, Inc.....10 East 38th St., New York 16, N. Y.

PLATES & STENCILS

Remington Rand, Inc.....2 Main St., Bridgeport 1, Conn.

POSTCARDS

Reba Martin Kolorcards.....145 West 45th St., New York 19, N. Y.

PRINTERS & LITHOGRAPHERS

Brooklyn Press.....335 Adams St., Brooklyn 1, New York
Excello Press, Inc.....400 North Homan Ave., Chicago 24, Ill.

PRINTING EQUIPMENT

Harris Seybold Company.....4510 East 71st St., Cleveland 5, Ohio
Rapid Roller Company.....Federal at 26th, Chicago, Illinois

THERMOGRAPHERS

Ahrendt, Inc.....333 Sixth Ave., New York 14, N. Y.

TYPE FACES

American Type Founders Sales Corp.....Elizabeth, N. J.

TYPEWRITERS

Vari-Typer.....333 Avenue of the Americas, New York 14, N. Y.

VACATIONS

Happy Acres Vacation Club.....Middlefield 1, Conn.

CLASSIFIED ADS

Rates, \$1.00 a line—minimum space, 3 lines. Help and Situation Wanted Ads—50c per line—minimum space 4 lines.

ADVERTISING AGENCIES

SELL YOUR PRODUCT BY MAIL with pulling direct selling ads in newspapers and magazines. Publishers' rates all publications. Martin Advertising Agency, 15P E. 40th St., New York 16, N. Y. Est. 1923.

ART SERVICE

ART FOR DIRECT ADVERTISING! Ask for samples, data. Marvic Illustrations, 282 Troy Avenue, Brooklyn 13, N. Y.

DIRECT MAIL LETTERS

LETTERS BY GEORGE! Really sell. Cost-plus plan insures better returns. Results guaranteed. Dartnell Better Letter Award winner '47. Geo. Feltner, Box 4207, So. Station, Denver 9, Colorado.

FOR SALE

ROYAL STENCIL CUTTING MACHINE, 18"—Elite type. Serial No. KMM 18-3049019. About 2 years old—good condition. \$150.00. Public Letter Bureau, 602 N. 8th St., Sheboygan, Wisconsin.

FOR SALE

5 L. C. SMITH STENCIL CUTTING MACHINES. Series 2030000. Perfect condition. \$150 each. Tradetype, Inc., 24 South Grove St., Freeport, N. Y.

MAILING LISTS

10,000 WOMEN MAIL ORDER BUYERS. Active Customer List. For full details write: George Lenhoff, Lincoln 8, Nebr.

MULTIGRAPHING SUPPLIES

RIBBONS, INK AND SUPPLIES for the Multigraph, Dupligraph and Addressograph machines. We specialize in the re-manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

POST CARD ADVERTISING

IF YOU would like to see a SAMPLE of a PENNY post card that is doing a WHALE of a SELLING JOB (may even sell you) write The House of Dyal, 30 Irving Pl., New York 3, N. Y. No obligation, and NO FOLLOW-UP unless requested.

VARITYPING

LAUDER BROS. Day and Night Service. Walker 5-7931. 171 Bowery, New York 2, N. Y.

KENT ASSOCIATES—No finer Vartyper composition. No finer service. GR. 7-3133. 30 Irving Pl. (at 16th St.) New York 3.

Dean of Women: "Why did you come to college?"

Coed: "I came to be went with—but I ain't yet!"

—from "Indiana Telephone News" h.m. of the Indiana Bell Telephone Company, Indianapolis 9, Indiana.

* * *

"Where are you going, my pretty maid? Why do you pass me by?"

"I'm on my way to gymnathic theool," She lthped as she heaved a thigh.

—from "In Transit" h.m. of the Atlanta Envelope Company, Atlanta 1, Ga.

* * *

"Your ticket is for Decatur," the conductor sternly informed the befuddled passenger, "and this train is on the St. Louis line, which doesn't go through Decatur at all."

"Good heavensh!" gurgled the traveler. "Thish ish awful! Have you tolldish engineer?"

—from "Nuggets" h.m. of The Barnes-Ross Company, 19-25 North Alabama St., Indianapolis, Indiana.

* * *

The stingy farmer was scoring the hired man for carrying a lighted lantern to call on his best girl.

"The idea," he exclaimed. "When I was courtin' I never carried no lantern; I went in the dark."

"Yes," said the hired man sadly, "and look what you got."

—from "Rittertalk" h.m. of P. J. Ritter Company, Bridgeton, New Jersey.

AMERICA HAS COME A LONG WAY IN THE PAST FIFTY YEARS



"Hey, Mister... GET A HORSE!"

No unmixed blessing was the horseless carriage of half a century ago. Drive twenty miles and you would have to cope with a chronically steaming motor; flat tires, at least one mysterious breakdown, to say nothing of the best efforts of the local and vocal roadside gagsters as you attempted repairs.

Car owners today—all of us in fact—owe a debt to the automotive pioneers. No industry has contributed more to that American way of life which brings so much good to so many.

In putting America on wheels, paper played no small part. What with the plans and specifications that make the cars... the advertising and literature that help sell them. Think of the road maps, the instructions for operating and servicing that keep them rolling. In 1898, the year International Paper Company was founded,

these uses for paper did not exist!

For 50 years, we paper makers have met and welcomed the growing demand for more and better paper. So here's to the next 50 years—and paper's contribution to it!

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